

VOGUE



The Younger Generation

Ideas in Decoration

© THE CONDÉ NAST
PUBLICATIONS, INC.

May 1, 1935.

v o Price 35¢.



No. 3 OF A SERIES

Cannon TOWEL TALKS

ON ENSEMBLES—AN IDEA THAT NEEDS NO INTRODUCTION!

How amazingly soon we learn to expect beauties and services that only a few years back were known to none, not even the special-order few!

For instance, bathroom ensembles—towels, wash cloths and bath mat in matching colors and patterns. An idea so self-evidently RIGHT when we began it in 1929, that smart people said *Of course!*—and acted accordingly. . . . And now, you will find charming and apt bath sets at almost all stores—in great variety and at very small prices.

One word of good advice: Don't slight the terry face towels, when you make up your sets. They're so much

gentler and more efficient than the old-time "guest towels." . . . And be sure to get *plenty* wash cloths. Each person rates at least six, three in use this week and three in wash. No one owns too many.

The new Cannon Bath Sets don't cost a fortune—though they look that way. You can assemble these for about \$1.50 and on up as high as you like—and know you're getting your money's worth at all costs. Our sets are much in demand as intimate wedding gifts, naturally. Also as going-away loot for college girls, as bridge prizes, birthday presents, and so on.

There are all kinds of Cannon towels, all the designs and colors you like, all sizes and weights and weaves—at prices that *always* mean more for the money. . . . Other talks in this series will cover other newsy specialties. Cannon Mills, Inc., 70 Worth Street, New York City.

Some typical sets from the Cannon line. Seven-piece ensembles cost from \$2.95 up—and well worth it! . . . Cannon bath towels singly in the new tailored styles range in price from 20c to \$2.

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

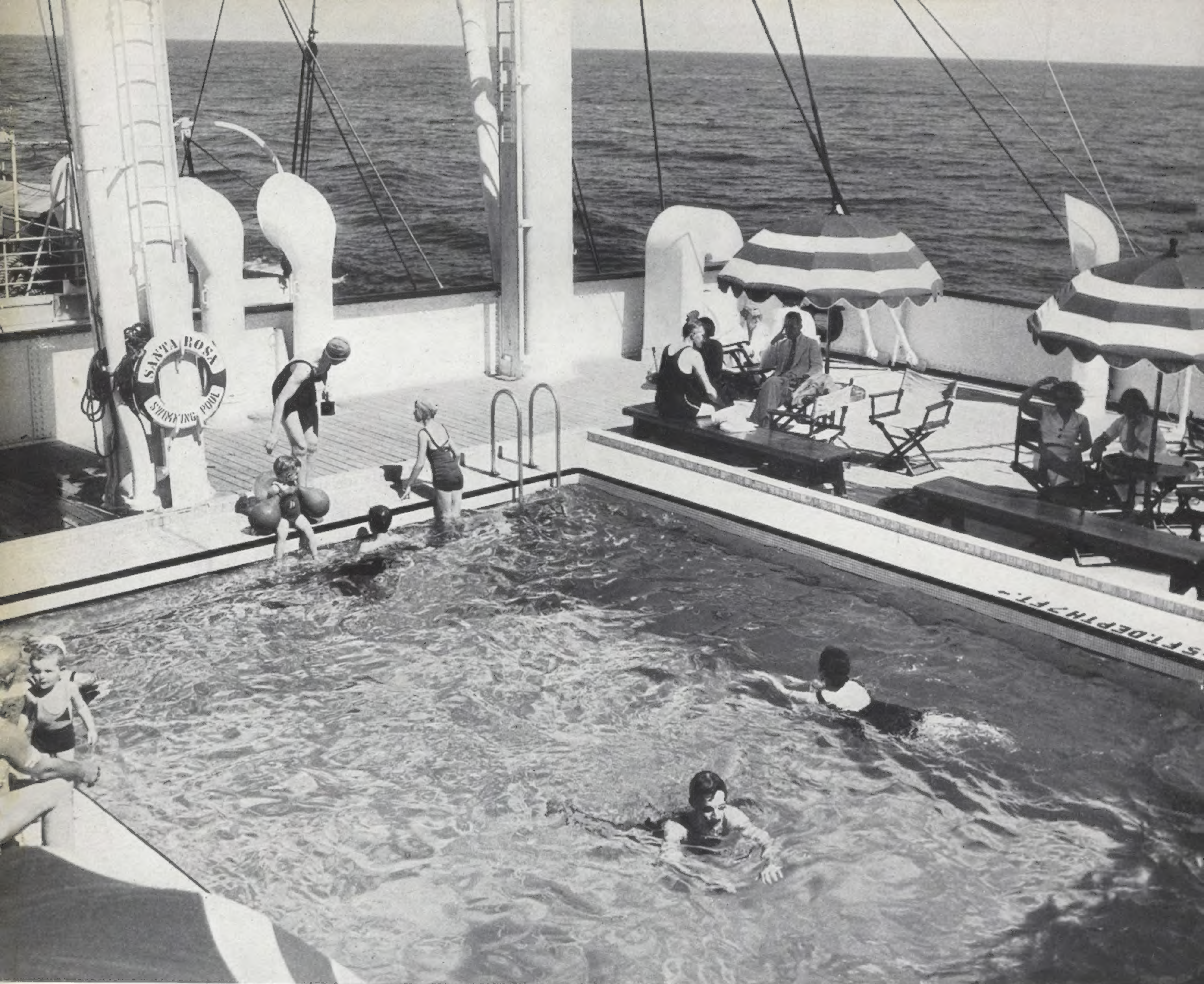


*Quality and Value
Traditional for Generations*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK

PARIS LONDON



Between New York and California

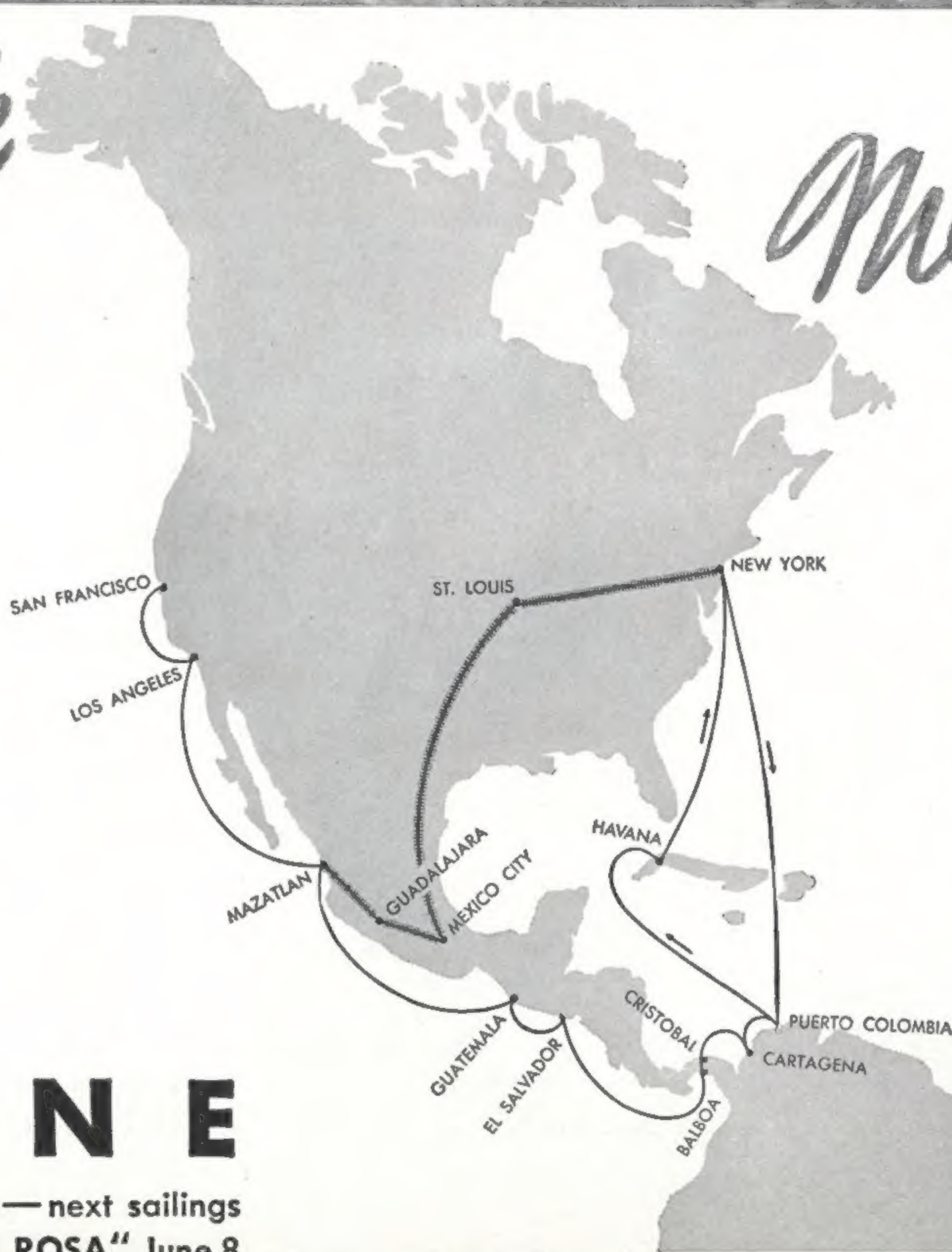
Mexico City

Only the exclusive GRACE Cruise Route between New York and California includes visits to Puerto Colombia and Cartagena in South America; Cristobal, Colon, Balboa, and the ruins of historic Old Panama; a 20 mile drive inland to San Salvador; an 80 mile trip in a special train to Guatemala City and Antigua; Mazatlan, Mexico, and, eastbound, Havana.

New GRACE "Santas" sail every two weeks from New York, San Francisco and Los Angeles—the only ships having all outside rooms with private, fresh water baths; dining rooms on promenade decks, with roll-back domes which open to the sky; Dorothy Gray Beauty Salons; pre-release talkies; outdoor, built-in tiled swimming pools. Ask your travel agent or GRACE Line, 10 Hanover Sq., New York; Boston, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.

GRACE LINE

Every 14 days from New York to California and Mexico City—next sailings
"SANTA ELENA" May 11, "SANTA PAULA" May 25, "SANTA ROSA" June 8



ONE WAY WATER — ONE WAY RAIL

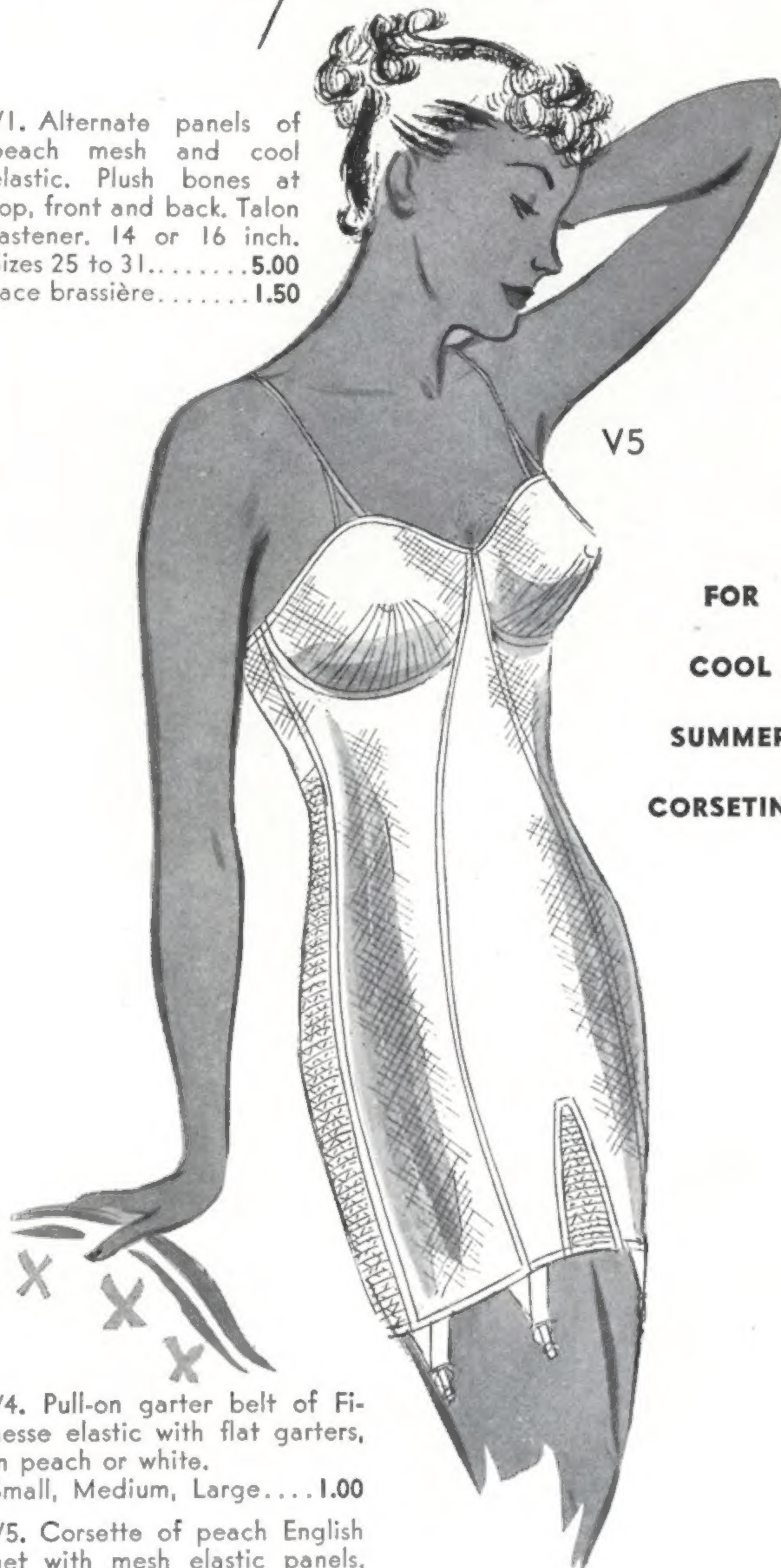
From your hometown by rail to New York; GRACE Line thru Panama Canal (itinerary identical to New York-California) as far as Mazatlan, Mexico; American Pullmans to Guadalajara, Mexico City, Laredo and home. Or by rail to Laredo, Mexico City, Guadalajara and Mazatlan, thence a new GRACE "Santa" to New York following the same itinerary as the California-New York Cruise, with an additional visit to Havana. Home by rail.



'finesse'

TRADE MARK
by TREC

V1. Alternate panels of peach mesh and cool elastic. Plush bones at top, front and back. Talon fastener. 14 or 16 inch. Sizes 25 to 31.....5.00
Lace brassière.....1.50

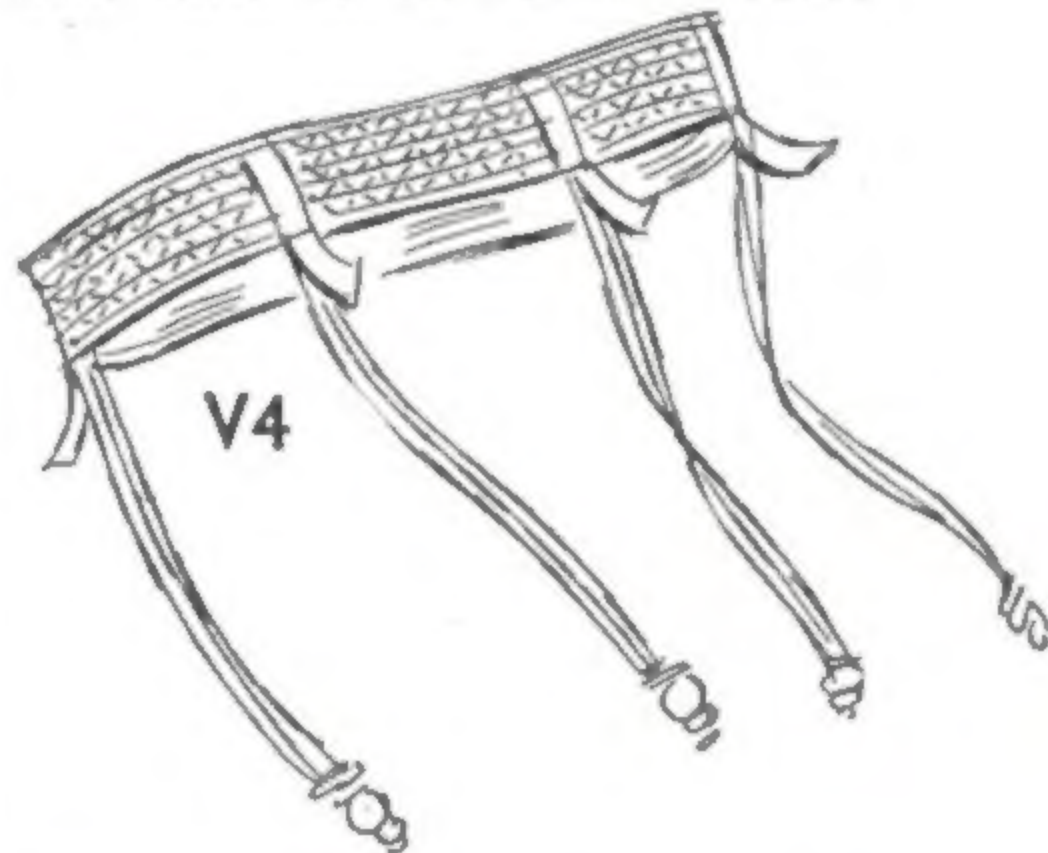


V5

FOR
COOL
SUMMER
CORSETING

V4. Pull-on garter belt of Finesse elastic with flat garters, in peach or white. Small, Medium, Large....1.00

V5. Corsette of peach English net with mesh elastic panels. No bones and the new divided bust line. Bust sizes 32 to 38.....10.00



V4

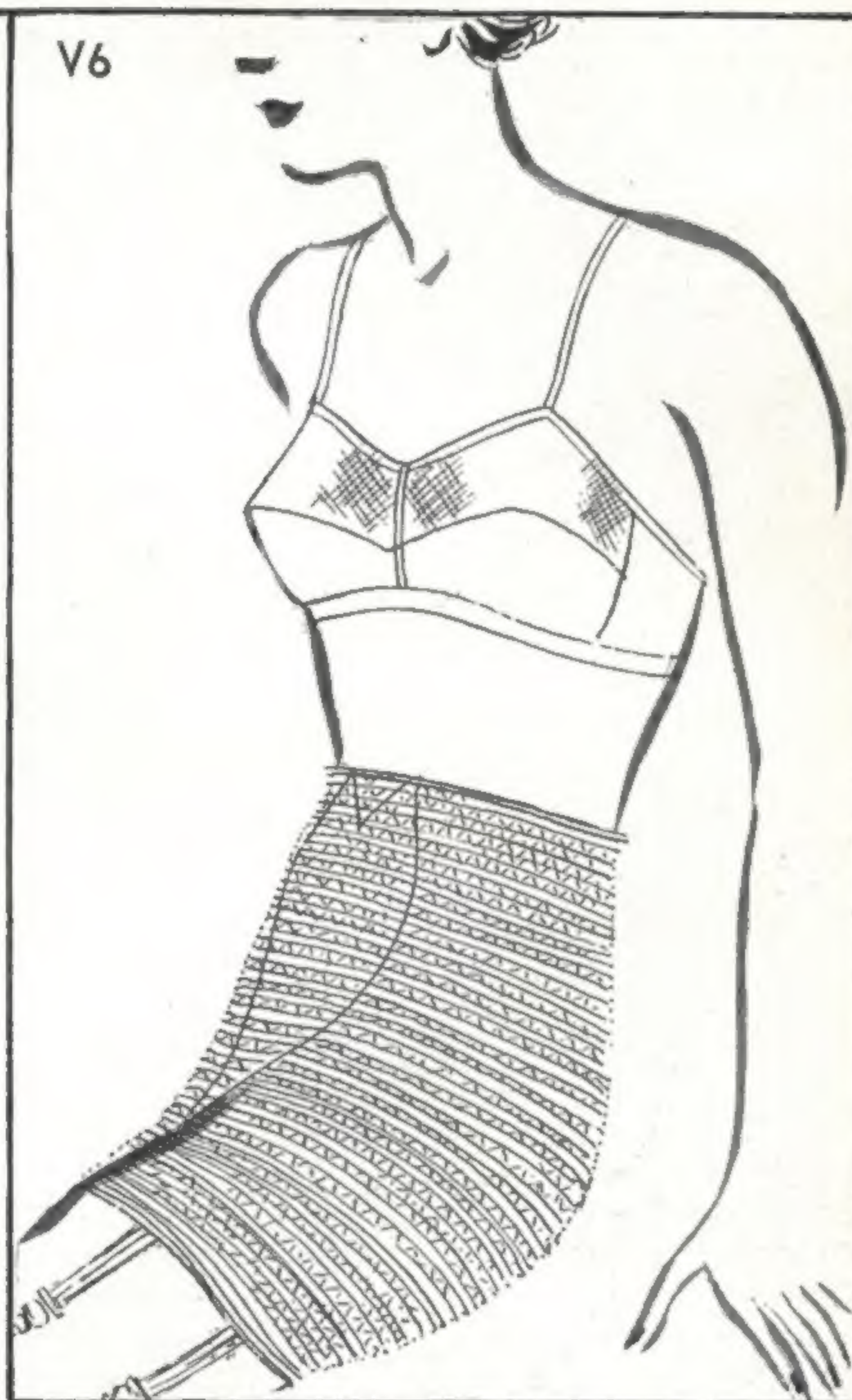
V6. All Finesse mesh elastic pull-on girdle with removable front bone. Stays in place and launders as easily as a handkerchief. In peach or white. Sizes 25 to 31.....5.00

V7. Finesse elastic shorts in peach or white with no bones, for riding or sports wear. Launders beautifully. Small, Medium, Large.....3.95
Brassière of jersey.....1.50

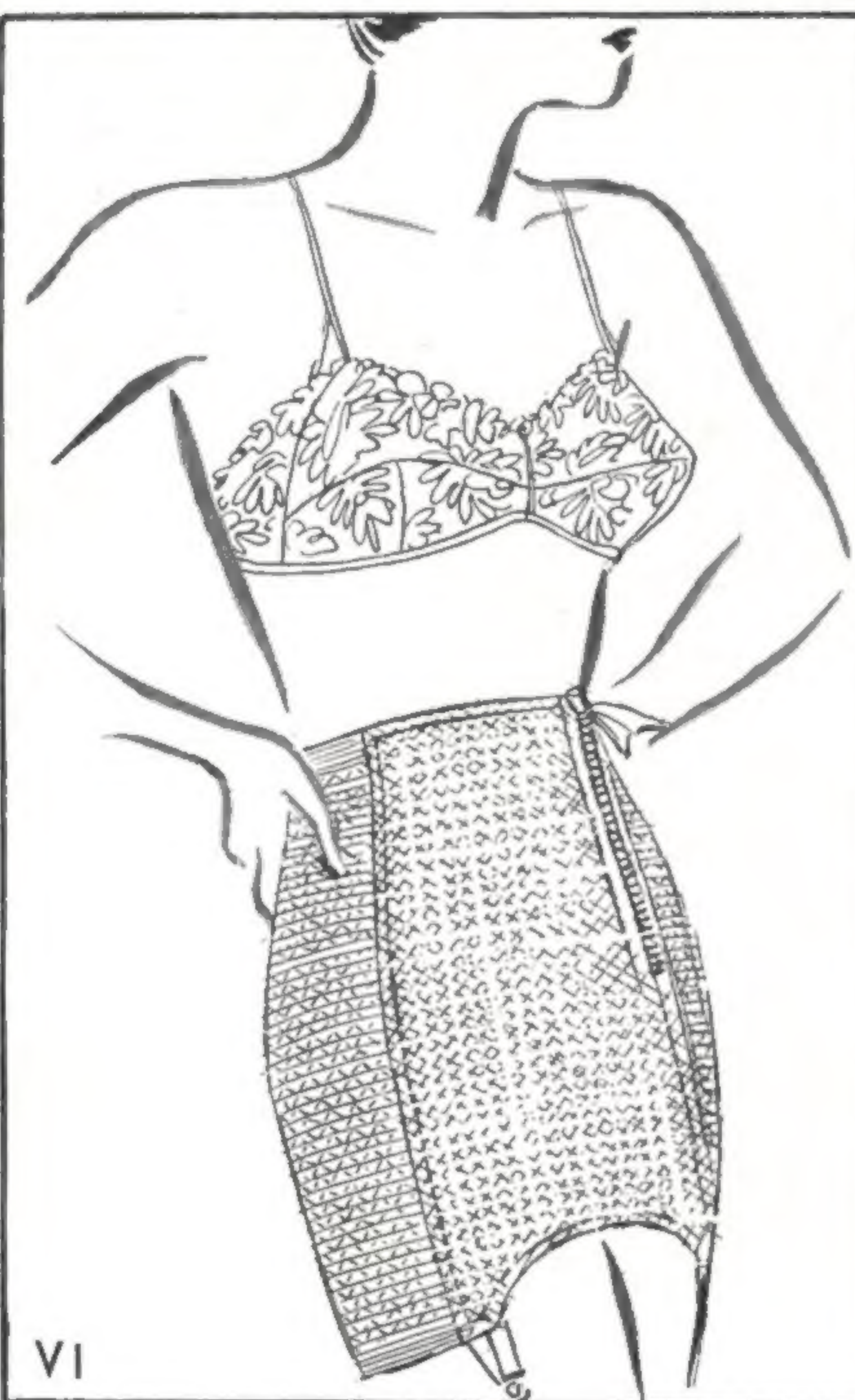
MAIL ORDERS FILLED

Best & Co.
FIFTH AVENUE AT 35TH STREET

V6



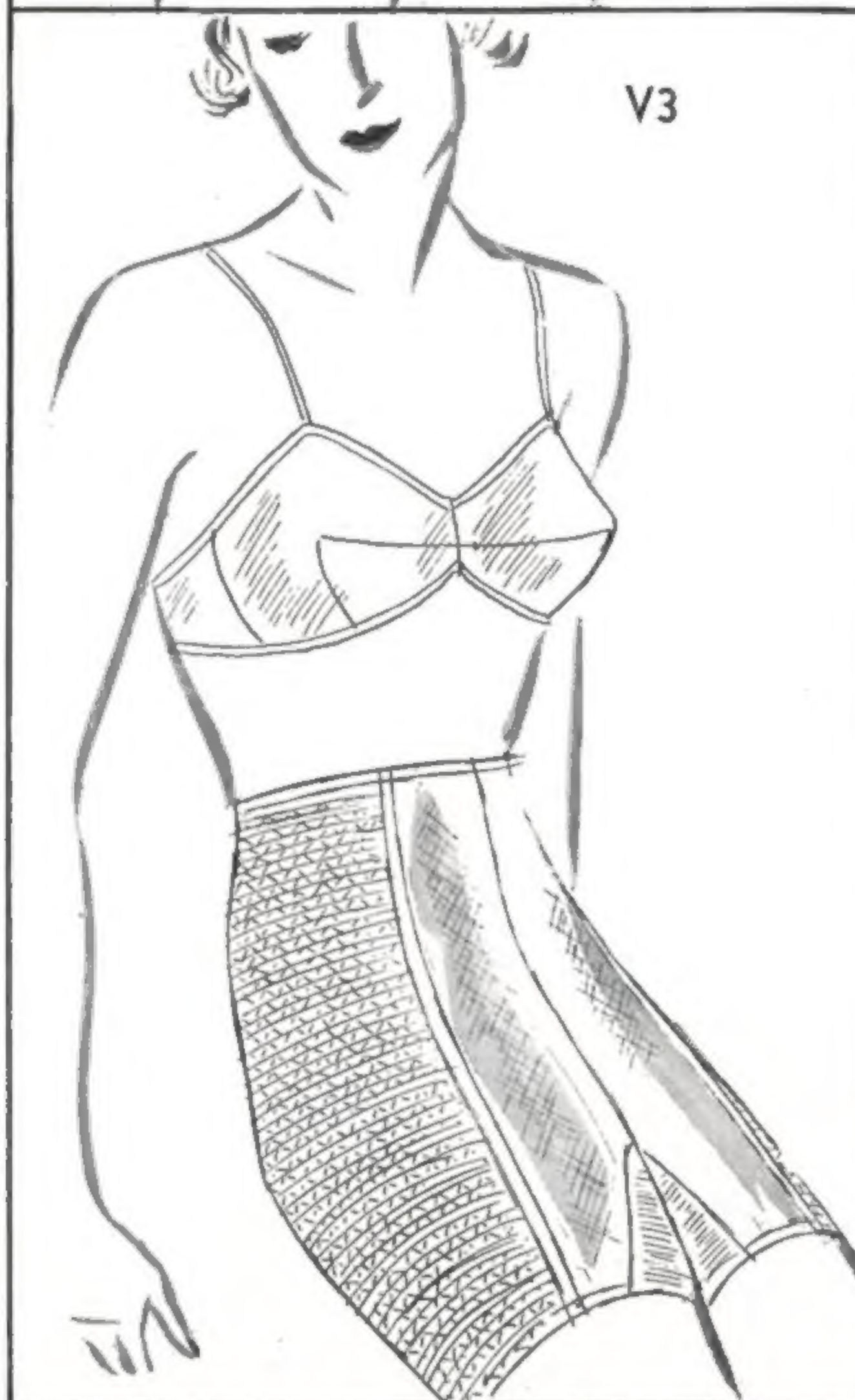
V1



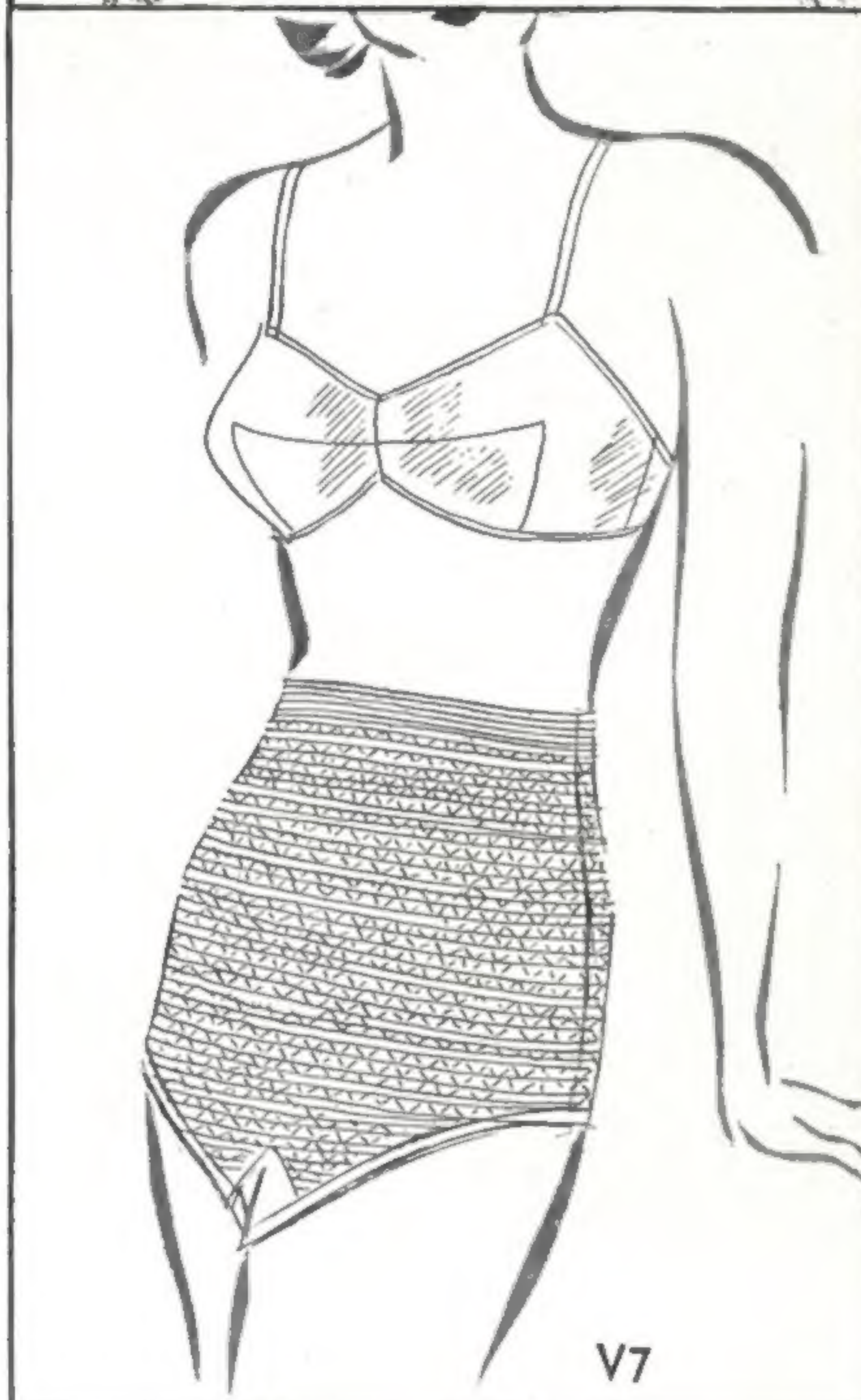
V2



V3



V7



V8





SOUTHERN BREEZE

(SOUS LE VENT)

THE NEW **GUERLAIN** PERFUME



☆

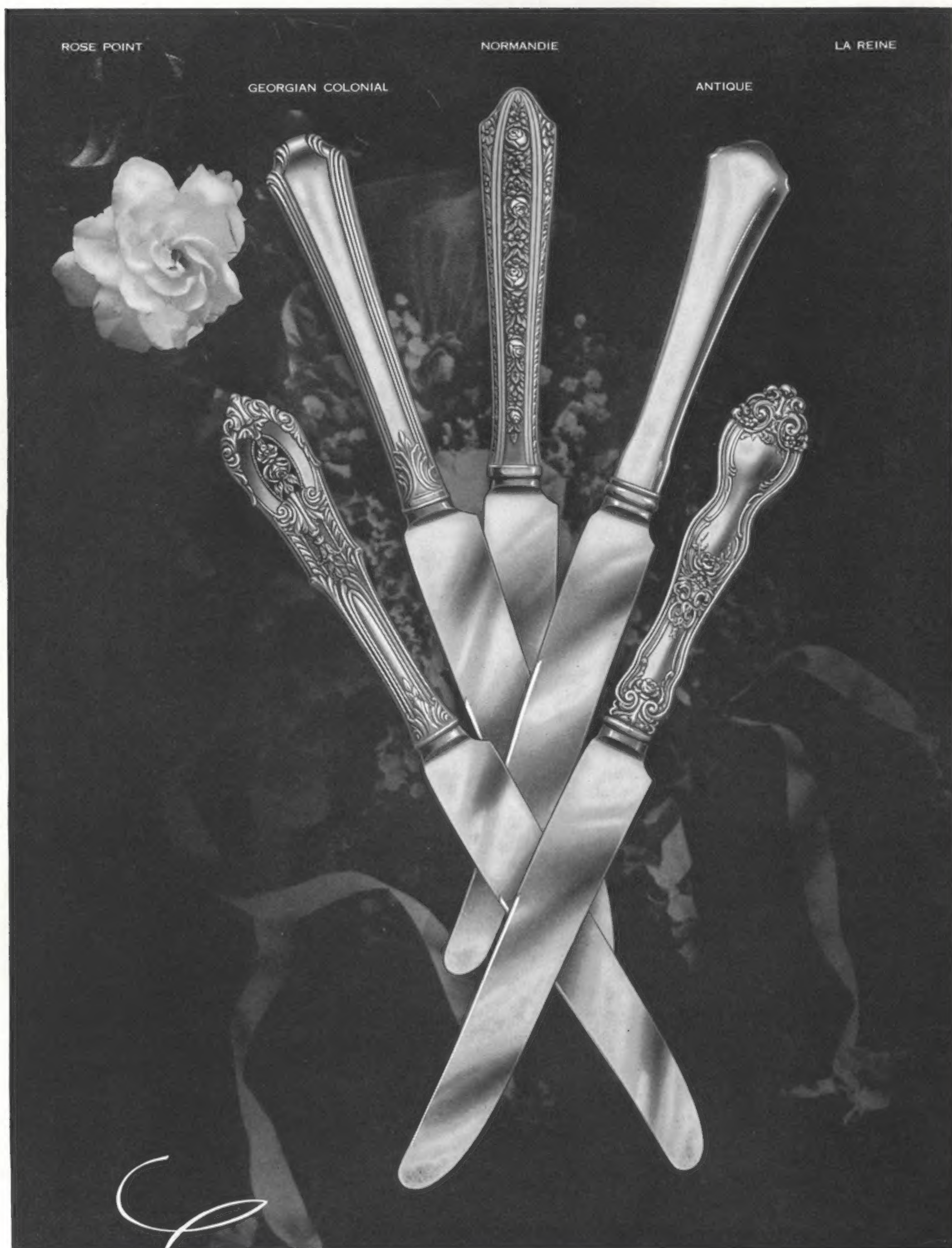
ON THE PLAZA • NEW YORK
**BERGDORF
 GOODMAN**
 FIFTH AVENUE AT 58TH STREET

☆ *End of the quest* for a perfect black dressmaker dress. Its chic doubled in brilliance by the bright white straw-cloth jacket. A ready-to-wear original, \$160. Final fillips: white straw sailor. Beau-catcher veil. Shirred glove-leather bag.

Created by Wallace for 1935, and the century to come, out of the experience and craftsmanship of the century just passed.



FOUNDED 1835



Exquisite

THESE latest Wallace designs are distinguished by their modern smartness and their unerring good taste. Each brings a new beauty to the traditions of fine silver . . . fashioned with the artistry that has characterized Wallace Sterling Silver for generations. Send for price folder of 15 Leading Sterling Patterns. It portrays fifteen Wallace flatware designs . . . pure and classical of form . . . an enchanting variety, a satisfying freedom of choice.

WALLACE *Silversmiths* 

WALLINGFORD

CONNECTICUT

New York: 411 Fifth Avenue Chicago: 10 So. Wabash Avenue Philadelphia: 12 So. 12th Street

San Francisco: 140 Geary Street Los Angeles: 811 West Seventh Street

B. ALTMAN & CO.

A cherry red-and-navy plaid trunk, lastex waistband; sizes 2 to 6.....1.95
sizes 7 to 16.....2.95



B novelty knit suit; solid color trunks, striped top. Royal and brown. sizes 4 and 6.....3.95
sizes 7 to 12.....4.95



C sun suit in novelty rib weave, with matching fitted jacket. Royal, red, aqua and melon. sizes 2 to 6.....3.95



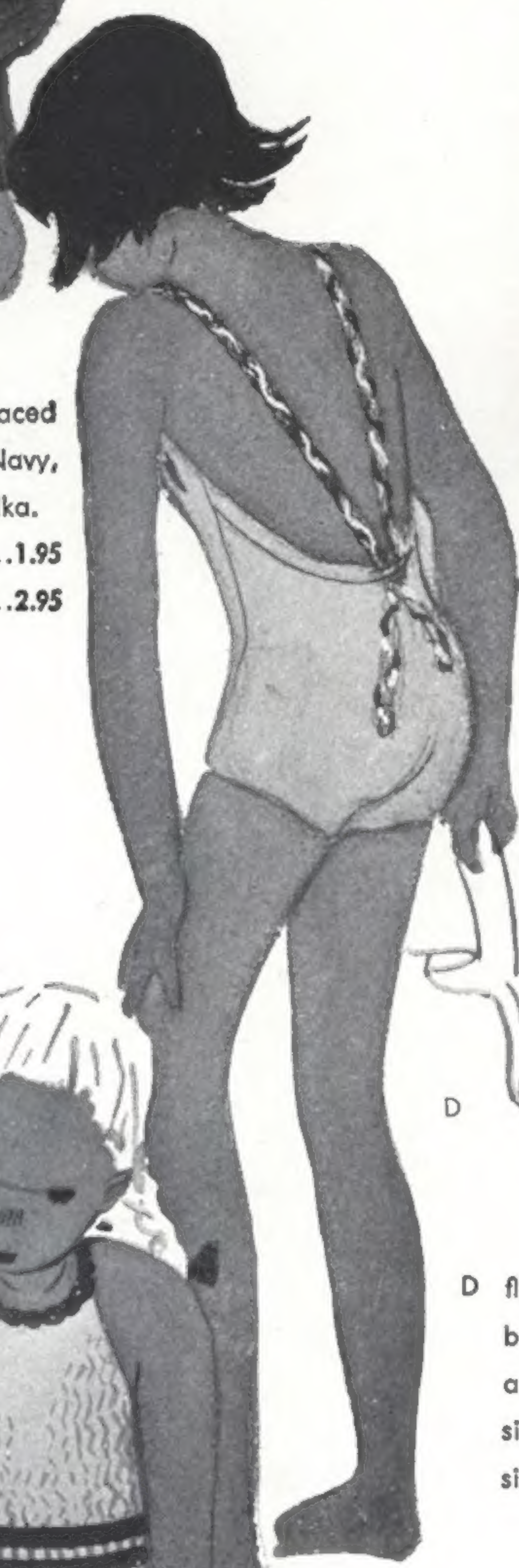
E ripple weave suit with lastex waistband; navy trunks, red-white-navy top. sizes 4 and 6.....3.95
sizes 7 to 10.....4.95



F sun trunk with sailor-laced lastex waistband. Navy, red, aqua and paprika. sizes 2 to 6.....1.95
sizes 7 to 16.....2.95



D flat-weave wool suit, braided wool trim. Melon and turquoise. sizes 4 and 6.....2.95
sizes 7 to 10.....3.95



G ripple weave wool suit with ribbed lastex waistband. Aqua and brown. sizes 7 to 12.....4.95



H beach costume in novelty rib-knit, sizes 7 to 16.
slacks3.95
jacket3.95
halter1.95
beret95c



Balta-Knits take to the water... children who have been blissful in the famous Altman-and-nobody-else suits and dresses can now go amphibian with perfect ease, in new trunks, sun-suits, bathing suits and beach costumes with the same fine wools and inspired color schemes that have made their land-lubber companions so famous. **children's clothes—second floor**

mail and phone
orders filled
MUrray Hill 2-7000

The Tallyho . . . with the tailored beauty that you seek in a sports shoe. Five eyelets high, with built-up custom leather heel, this genuine tooled Monastery Seal model introduces clear-through perforations and fine leather bandings to flattering effect. Available in white, black, blue or brown. The glorious feel of this smart oxford is typical of all shoes by **Matrix**



Molding your shoe to your foot with lines that duplicate nature's own, "your footprint in leather" is in every pair of Matrix Shoes. This patented sole performs a double task. It assures you complete comfort and, at the same time, adds to the trim-lined beauty of the shoes themselves . . . a double magic that is exclusive with Matrix. A variety of styles at \$9.00 and upward. E. P. Reed & Company, Rochester, New York. Matrix Style Studio, 47 West Thirty-Fourth Street, New York.

CREATED  BY REED



HENRY WAXMAN

A BONWIT TELLER EXCLUSIVE

A magnolia-pink soufflé with flounce and floating mantle of deep oxheart red. Ensemble in the romantic Louisiana spirit inspired by the Opera Ball—85.00. SIXTH FLOOR

BONWIT TELLER • FIFTH AVENUE AT FIFTY-SIXTH STREET

Carolyn

foresees a Summer of BOTANY WHITES!

White coats over pastels—white over black or navy—white over everything. Paris admits there's nothing so groomed . . . so poster-like . . . so rightfully up-stage for summer. We give you a choice of three styles, all made richer and handsomer because they are made of Botany Worsteds. \$16.95

AT THESE STORES:

Arnold Constable.....	New York, N. Y.
Auerbach Co., Inc.,.....	Salt Lake City, Utah
Best's Apparel, Inc.,.....	Seattle, Washington
John A. Brown Co.,.....	Oklahoma City, Okla.
Brown-Dunkin Co.,.....	Tulsa, Oklahoma
The Wm. H. Block Co.,.....	Indianapolis, Ind.
Burger-Phillips.....	Birmingham, Ala.
The Fashion.....	Columbus, Ohio
Foley Bros. Dry Goods Co.,.....	Houston, Texas
The Hecht Co.,.....	Washington, D. C.
Hale Bros.,.....	San Francisco, Cal.
The Mabley & Carew Co.,.....	Cincinnati, Ohio
John G. Myers Co.,.....	Albany, N. Y.
Pfeifers.....	Little Rock, Ark.
Popular Dry Goods Co.,.....	El Paso, Texas
Schleisner Co.,.....	Baltimore, Maryland

and 62 other stores from coast to coast



SETTLE THE MATTER OF QUALITY BY ASKING FOR

Botany Worsteds

Chiberta

The New Golf
Frock . . . and
other new
Sports Classics

Exclusivities!



BOUCHARD

"Chiberta" . . . the frock that buttons down the front is in a new cross-barred (quite subdued in tone) sports material of silk and vegetable fibre; white with cocoa, white with gray, white with blue; \$16.75. Also, in pure-dye silk crepe; white, pink, blue or yellow; \$16.75; or in white linen . . . \$8.75.

"Forest Hills" . . . the shantung tennis frock with new halter top with collar . . . and bolero (to wear after play) in a contrasting color . . . slate blue with mulberry, white with navy, pink with brown . . . \$14.75

Sizes 14 to 20

JOHN WANAMAKER

In Both Stores . . . NEW YORK AND PHILADELPHIA

Knitted coat of
cotton chenille,
ivory . . . \$10.75
Panama hats, \$5.



WHEN you're looking for something "simply top" you'll find it in the Jewelry Room. This brilliant place symbolizes the Marshall Field & Company ideals of fine merchandise. Whether you are looking for heirloom silver, a pair of ruby earrings or a simple wedding ring, you will find a collection world-famed for its variety, beauty and dependability.

The Jewelry Room
MARSHALL FIELD & COMPANY
Retail, Chicago

Henri Bendel INC.

10 WEST 57th STREET, NEW YORK



May Days

JANE
ENGEL

Suggests

Décor... Kimbel

CHIFFON FOR EVENING... IN ROSE OF FRANCE, POWDER BLUE, MAIZE, GREY, NAVY... \$29.75

Jane Engel's Latest Selections at these Shops: Adem, Inc., Boston, Mass. • The Barclay Shop, Philadelphia, Pa. • Bird-Speakman, Inc., Wilmington, Del. • The Charlotte Parker, Washington, D. C. • Chez Elise, Providence, R. I. • The Clothes Line, Baltimore, Md. • Corman, Inc., Syracuse, N. Y. • Frances Nichols, Evanston, Ill. • M. D. Van Eman, Dayton, Ohio

MAIL INQUIRIES WILL RECEIVE PROMPT ATTENTION

The knowing know JANE ENGEL MADISON AVE. at 80th STREET • NEW YORK
and RUMSON, NEW JERSEY



*H*arbingers of Spring! Creations by Fashion Plate. New as the new-born crocus . . . graceful as the willow. Lovely shoes for lovely women . . . perfectly styled to fit perfectly in ensemble. Request them at the shop of your preference, or inquire for the address of one nearby showing Fashion Plate Shoes.

Most Models Eight-Fifty

JOHNSON, STEPHENS & SHINKLE SHOE CO. • • ST. LOUIS, MISSOURI

Jules Perlow



The new Saks 34th, New York, Sponsors the NEW

MIRACLE SANDAL

(TWO-IN-ONE)

of **SWAVETTE**
(MADE FROM SOLKA)

CHANGE THE TOP TO MATCH YOUR COLOR SCHEME



The upper of this classically designed sandal is detachable . . . replaceable. This means that you can have two sandals in one and change the color to harmonize with your costume. The uppers come in all White and in Red, Blue or Brown, each with white edging, and are fitted with snap fasteners. The uppers are made of Swavette, the fascinating new material, so light, so beautiful. An Onco Innersole is used for comfort.

INTRODUCTORY OFFER—\$2.95 per pair, with choice of one additional upper. Mail orders filled by the New Saks 34th Street, New York.



Manufactured Exclusively in United States by

INTERNATIONAL SHOE COMPANY

St. Louis, Missouri





COOL • CRISP

This utterly new and different fabric, in a wide range of youthful, summery weaves, introduces a new era in cool, practical clothes.

Woven of feather-light yarns, dyed in sun-tested colors, Coolaine resists heat and moisture . . . holds its tailored lines without mussing . . . and keeps you beautifully groomed throughout the hottest day. Coolaine is perfect for town, country, and sports wear.

*A New
Forstmann Fabric*
COOLLINE
for Summer

WRINKLE-PROOF

Leading shops everywhere are now featuring it by the yard, and in a wide range of costumes for every occasion, two of which are shown above: an ensemble in a subtle off-white called CROCUS, with COCA-BROWN jacket; and a charming dress in ROCK PINK with a flower-appliqued organdie scarf. Forstmann Woolen Company, Passaic, N. J. Sales Office, Empire State Building, New York City.

Forstmann Woolens

PUT YOURSELF IN HER SHOES . . .



RITA



SUSAN



PHYLLIS



HAZEL

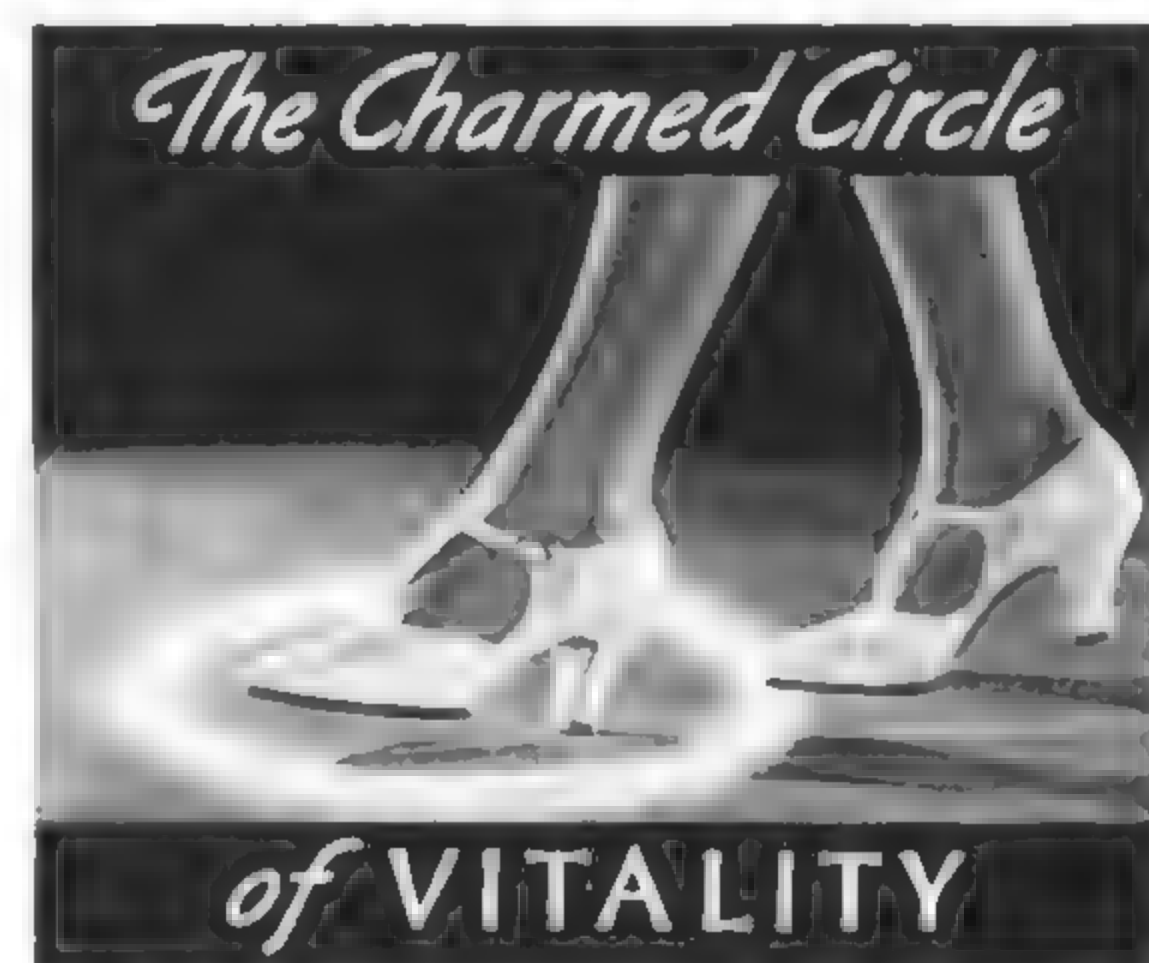
AND YOU WON'T HAVE "foot-fag"

It's a smart woman who knows the *face-value* and *grace-value* of scientifically shaped shoes whose perfect fit and firm support keep her face immune from the unhappy lines of "foot-fag" and her posture erect and graceful. Vitality Health Shoes have this important attribute. You won't suspect it when you see them because they are truly beautiful shoes that have the happy faculty for fitting feet and making them feel fit. Their prices are calculated not to stretch the most rigid budget.

VITALITY SHOE COMPANY • ST. LOUIS
Division of International Shoe Co.

VITALITY

health shoes



• Happy feet are the foundation of graceful poise and an untroubled face. In the Charmed Circle of Vitality Health Shoes your feet are free from "foot-fag".

\$6.00 \$6.75
and 6-



SIZES 2 TO 11 . . . WIDTHS A A A A TO E E E



Rare Old Whiskies Have Not Disappeared

Perhaps you have heard a rumor. Perhaps you have heard that stocks of fully aged whiskies are almost all gone.

That rumor is true—in general. *But there is this important exception . . . the famous whiskey treasure stored today by the House of Seagram.*

In Seagram's warehouses are row after row of stout oak casks . . . filled with

time-mellowed old Rye and Bourbon whiskies . . . fully aged . . . the largest treasure of its kind in the world.

And from this treasure you may make a leisurely selection. No hurry—there is plenty left. Seagram's "V. O." . . . or "83". Or, if you prefer rich old bonded rye, "Ancient Bottle" Rye. And there's Seagram's superb Bourbon if your tastes

have a Southern accent. Whichever you pick, the key to rare old whiskey remains the same—"Say Seagram's and be Sure!" Seagram-Distillers Corporation, N. Y.



YOU WILL ENJOY—SEAGRAM'S CELEBRATED LONDON DRY AND KING ARTHUR LONDON DRY GINS

SEAGRAM'S MODERATELY PRICED BLENDED WHISKIES
SEAGRAM'S 5 CROWN • SEAGRAM'S 7 CROWN

Seagram's Bottled-in-Bond Whiskies

BOTTLED IN BOND UNDER CANADIAN GOVERNMENT SUPERVISION

SEAGRAM'S "V. O." • SEAGRAM'S "83" • SEAGRAM'S "ANCIENT BOTTLE" RYE • SEAGRAM'S BOURBON

This advertisement is not intended to offer this product for sale in any state wherein the sale or use thereof is unlawful.



EXPLORE NEPTUNE'S KINGDOM

Now you can enjoy the thrills of undersea exploration. It's the newest thing in Bermuda — you just put on a diving helmet over your bathing suit, and you don't need a bathing cap — walk in the enchanting submarine gardens, where hundreds of multi-coloured tropical fish dart in and out among the swaying plants, sea fans, and many forms of coral. It's easy, safe, inexpensive, and an experience you'll never forget. If you prefer, view the wonders of the deep from a glass-bottomed boat, or at the Bermuda Government Aquarium, the world's finest. + + + Now is the time to come to Bermuda. You need no passport. Your dollars buy full value here, and our "foreign shopping" saves money for you. Bermuda is only 40 hours from New York or Boston, by luxury liners. **THIS IS THE YEAR YOUR TRIP "ABROAD" SHOULD BE TO BERMUDA.**

Secure the beautiful new Bermuda Guide Book gratis from any travel agency, or Furness Bermuda Line, Munson Steamship Line, Canadian National Steamships, or The Bermuda Trade Development Board, 230 Park Avenue, New York. In Canada, 105 Bond Street, Toronto. + + + + +

Bermuda

OCEAN-COOL — 500 MILES AT SEA



They
BREATHE
They're
WHITE
They're
COSTUME
RIGHT!



THE SANDRA

Accent White on dark
fabric shoes is very
high style for summer



THE SEVILLE



THE MARCHESA



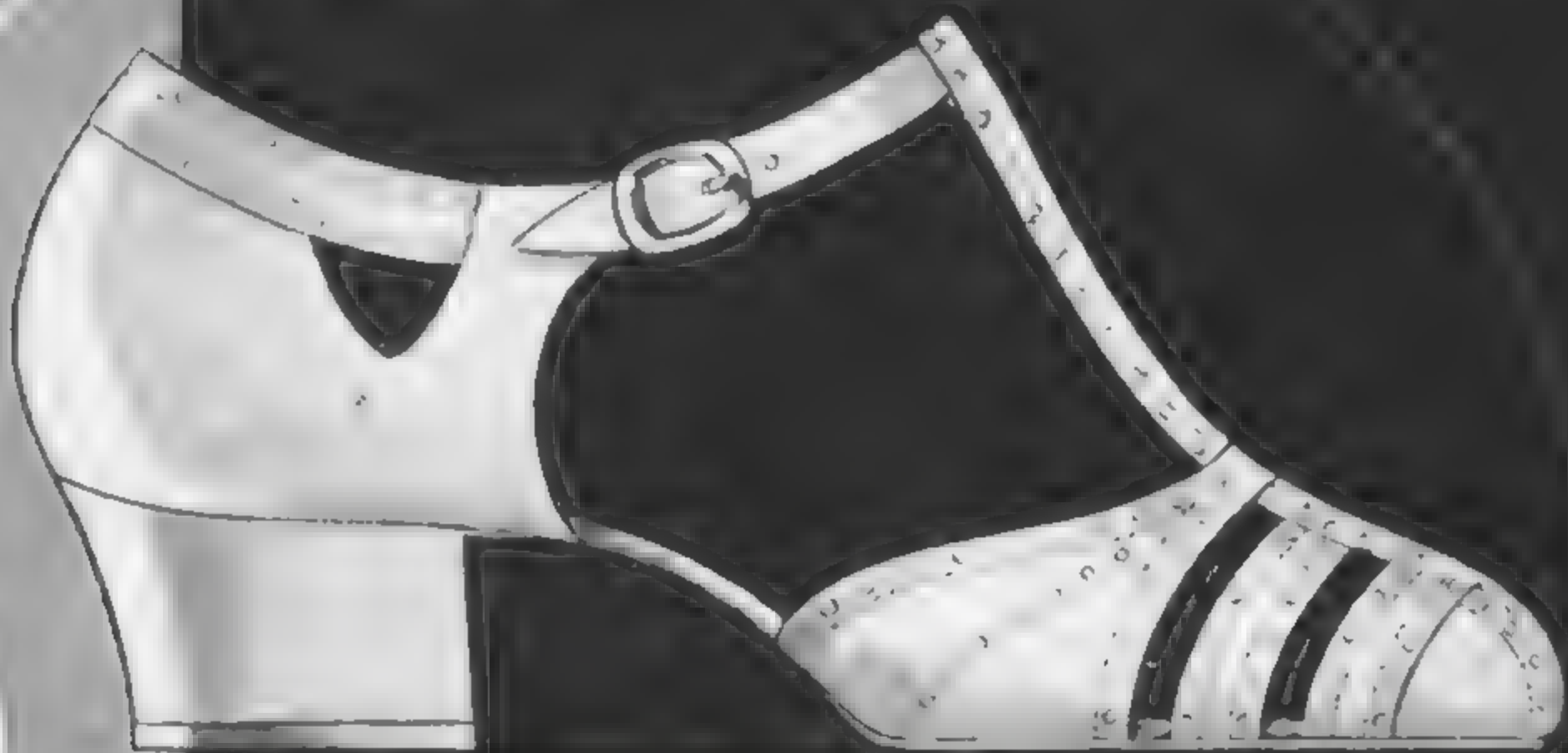
THE WINONA



THE MARIETTA



THE CEYLON



THE GEORGIAN



THE MOJAVE

I. MILLER

Shoes for summer

Again I. Miller proves himself a virtuoso in the field of creative shoe fashions • This, his latest theme for summer is a trilogy—three ideas expressed in one • He starts with white—white leather and fabric in artful combinations • Then, with ingenious patterns of perforations, and cut-outs and mesh, he makes the shoes “breathe” • Happy thought for summer • Lastly, each shoe is COSTUME RIGHT—designed to “go with” the very newest fashion motifs



I. MILLER & SONS INC., LONG ISLAND CITY, N.Y.

STORES AND AGENCIES IN PRINCIPAL CITIES



★ FAGOTING AND TUCKS—1935 SHIRT FROCKS WEAR "DRESSMAKER TOUCHES"

Carolyn
REG.

tags these dresses
"IVORY - WASHABLE"!

Just what you want! Sports clothes that are *truly washable*. Yes, and every one of these dresses has passed the Ivory test—6 washings in lukewarm Ivory Flakes suds. "We have placed washing tags on these dresses to remind you to use Ivory Flakes," say Carolyn Modes, "because we know they are pure

—safest for these fine fabrics and delicate colors."

Build your summer wardrobe around Carolyn's grand collection of "Ivory-washables." Lovely "young" colors. Exciting fabrics. Fine tailoring. You'll find clothes here for every occasion—golf, tennis or just sitting pretty! All dresses, \$18.50.

★ THE SLEEVELESS JACKET SUIT SWAGGERS INTO THE PICTURE

★ AT LEFT—BRILLIANT EMBROIDERY ON WHITE OR ON PASTELS

IVORY
FLAKES

for Safe washing
of fine things

ONE-FIFTH MORE
FINE-FABRICS FLAKES
IN THE BIG BLUE BOX
99 44/100% PURE

CAROLYN MODES ARE SOLD EXCLUSIVELY BY:

Arnold Constable . . . New York, N. Y.
Auerbach Co., Inc. . . Salt Lake City, Utah
Best's Apparel, Inc. . . Seattle, Wash.
John A. Brown Co. . . . Oklahoma City, Okla.
Brown-Dunkin Co. . . . Tulsa, Oklahoma
The Wm. H. Block Co. . . Indianapolis, Ind.
Burger-Phillips Birmingham, Ala.
The Fashion Columbus, Ohio
Foley Bros. D. G. Co. . . Houston, Texas

The Hecht Co. Washington, D. C.
Hale Bros. San Francisco, Cal.
The Mabley & Carew Co. Cincinnati, Ohio
John G. Myers Co. . . . Albany, N. Y.
Pfeifers Little Rock, Ark.
Popular Dry Goods Co. El Paso, Texas
Rich's Atlanta, Ga.
Schleisner Co. Baltimore, Md.

and 62 other stores from coast to coast. For the name of the store in your city write Carolyn Modes, Inc., 128 West 31st Street, New York.



★ SUNBACK TENNIS DRESS WITH TUCKED "FASCINATOR" CAPE

presenting a complete
wardrobe of Crystal
Golf-Club Fashions

**featured by Altman and
nobody else in New York**

two-piece, two-toned dress
in pure silk linen. Violet
bleeding heart, blue king,
sun dew and zinnia



**designed for golfers, by a golfer and done
with the follow-through for detail and
comfort that has made David Crystal
the American authority on action fash-
ions. Every style has been tested . . .
every fabric checked . . . to give you that
quiet assurance (a pretty handy asset for
golf) that comes from correct clothes.**

four-piece outfit in Hi-Li
stripes with action back and
jacket to match. Red, brown,
green, and navy; contrast
stripes.

two-piece uncrushable toile
linen with contrasting scarf
and waist-length blouse
Brown, navy, green, and red
with natural skins

two-piece frock in plain Hi-
Li. White, blue, maize and
pink.

two-piece flannel outfit, front
and back buttoning skirt with
silk linen riding shirt blouse.
Violet, bleeding heart, blue
king, sun dew, Killarney
green and zinnia.

one-piece action-back dress
in washable pure-silk En-
canto. White, turquoise, pink
and maize.

AT THESE AND OTHER LEADING STORES THROUGHOUT THE COUNTRY

CHAS. A. STEVENS & CO. Chicago
ROOS BROS. San Francisco
NEIMAN-MARCUS Dallas
DESMOND'S Los Angeles, Long Beach
BEST'S APPAREL Seattle
GREENTREES Richmond, Va.
HOWARTER Pasadena
FRANCIS-MARION Jacksonville

JOHN WANAMAKER Philadelphia
J. P. ALLEN Atlanta
WM. TAYLOR SONS Cleveland
WM. H. BLOCK CO. Indianapolis
THE CROSBY BROS. CO. Topeka
MEIER & FRANK Portland
THE UNION CO. Columbus

C. CRAWFORD HOLLIDGE Boston
FLORENCE DANFORTH Milwaukee
NAILS APPAREL SHOP Hoquiam
GRACES Nashville, Chattanooga
SOMMERFIELD-LEVY CO. Memphis
J. R. MILLNERS Lynchburg, Va.
FRENCH SHOP Stamford
SMITH & WELTON Norfolk

J. L. HUDSON Detroit
JOHN BRESSNER CO. Springfield
ELLIS-STONE Greensboro, Durham
FASHION HOUSE Moline, Rock Island, Davenport
C. W. KLEMM Bloomington
LOU JOHNSON Tacoma
KYNE & DALY Sacramento

AMERICA'S SMARTEST WALKING SHOES GO PLACES COMFORTABLY



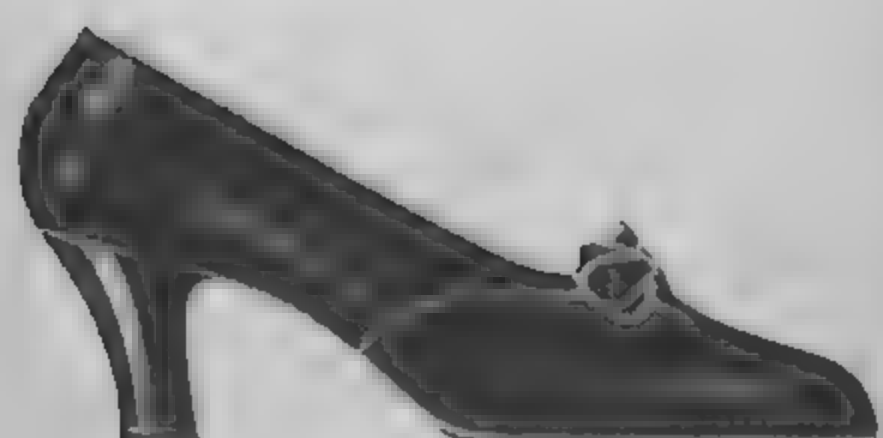
DIANE, \$6
Lacy perforated T-strap.
In black, blue or white kid.
Sizes 4 to 9; widths AAA to C.



ADELINE, \$6
Semi-dressy pump in black or
brown with metal buckle.
Sizes 2½ to 9; AAA to D.



PAT, \$5.
Classic untrimmed opera
pump. Black dull kid or
patent leather; or in white.
Sizes 2½ to 10; AAAA to C.



VIOLA, \$5
Dressy pump, bow-trimmed.
Black, Java, brown or white.
Sizes 3½ to 9; AAAA to C.



ETHEL, \$6
A beautifully simple T-strap for af-
ternoon. Black, brown, blue, white.
Sizes 4 to 9; AAAA to C.

WATCH THESE NEW LIGHT ENNA JETTICKS GO PLACES COMFORTABLY WITH SOFT FROCKS



HOW buoyantly they step...in tune with frocks' rippling streamlines...their black, brown, blue or white kid singing in perfect harmony with Spring and Summer costume colors. Each reflects that gracious simplicity which is the right shoe accent for softer costumes. • And what a comfort they are to your feet! You can almost hear them sigh with relief at each step. But they'll be comfortable in *any* Enna Jettick; for every Enna Jettick is built to fit right...to fit comfortably...on any size foot, just as long as you wear it. So you need no longer be told that you have an expensive foot. Enna Jetticks range from sizes 1 to 12, widths AAAAA to EEE.

ENNA JETTICK

The Dress of the Month



\$19.95

Lisbeth brings new distinction to the ever-popular and flattering spectator ensemble. Made of Crepe Morny, a Carlin-designed fabric, in "Acele," the luxury yarn of fashion... full-bodied, beautifully soft and cool. The slim frock, the hip-length jacket with its shirred and belted back, the contrasting polka dot scarf, make this ensemble indispensable to the summer wardrobe of the fashion-wise. In white, pink, blue and maize. Sizes: 12-20. Your favorite shop probably has it. If not, write KANE-WEILL, 498 Seventh Avenue, New York

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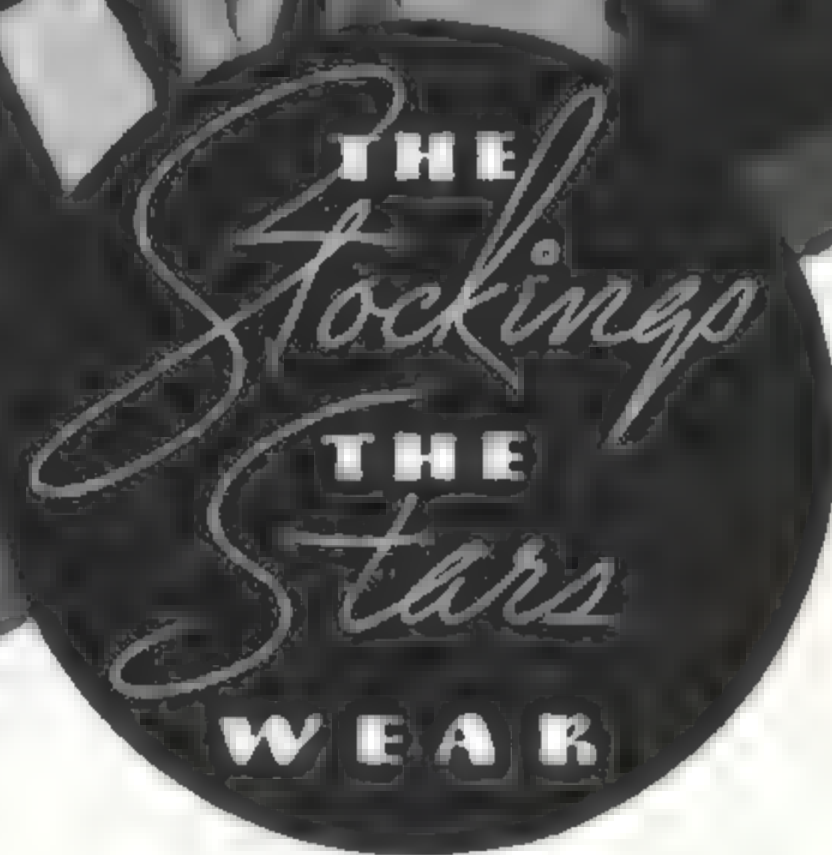
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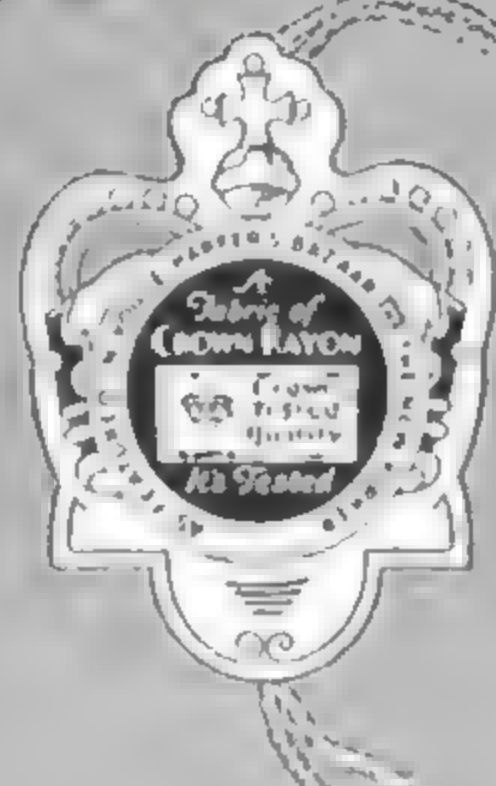


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Following the horses, comes the Annual Rose Show of the Princess Anne Garden Club, May 14 and 15, also to be held at The Cavalier. May 20 is the opening date for the Cavalier Beach Club and Cabaña Row where guests of the hotel may enjoy surf and sun bathing in the daytime and dancing in both the afternoon and evening.

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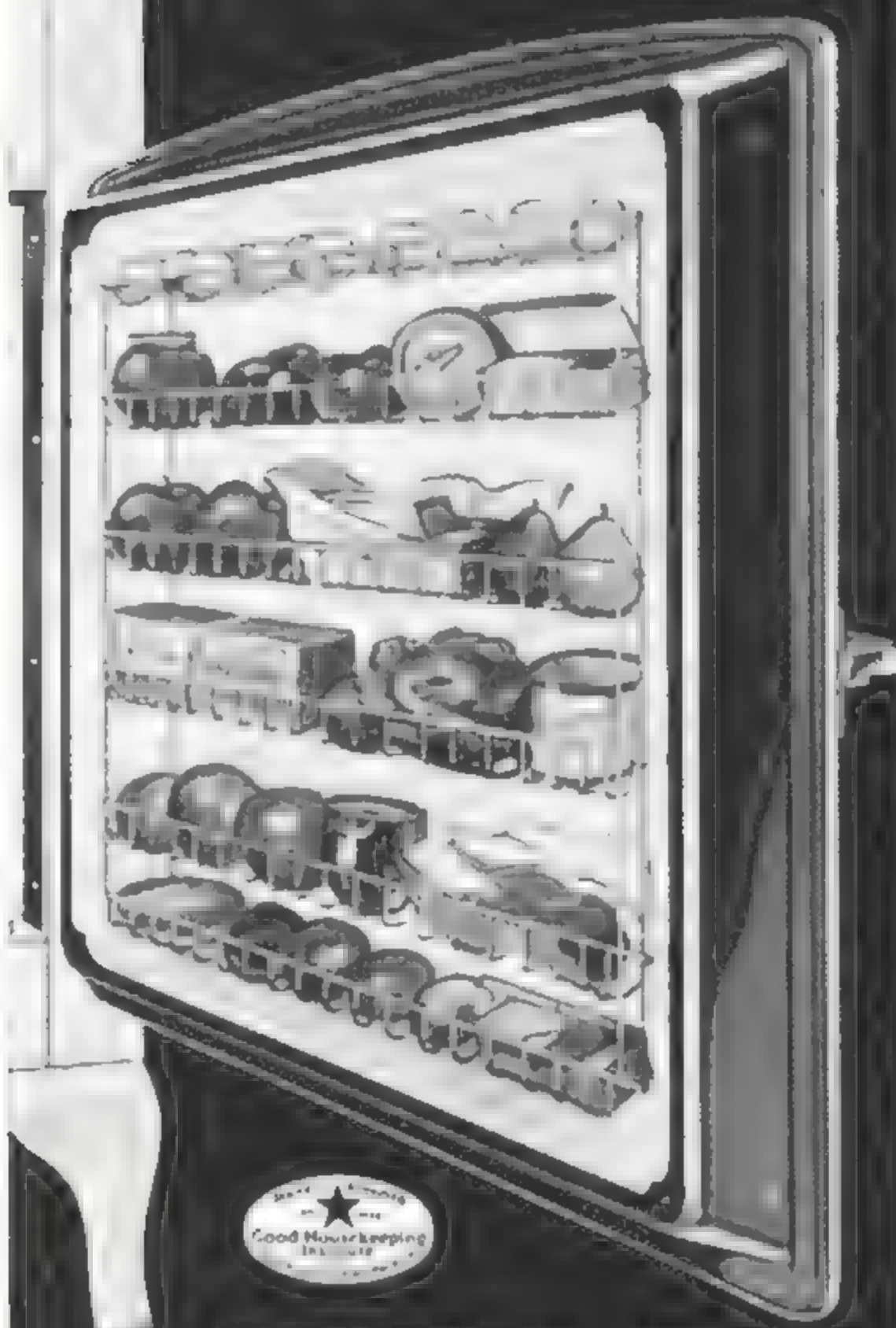
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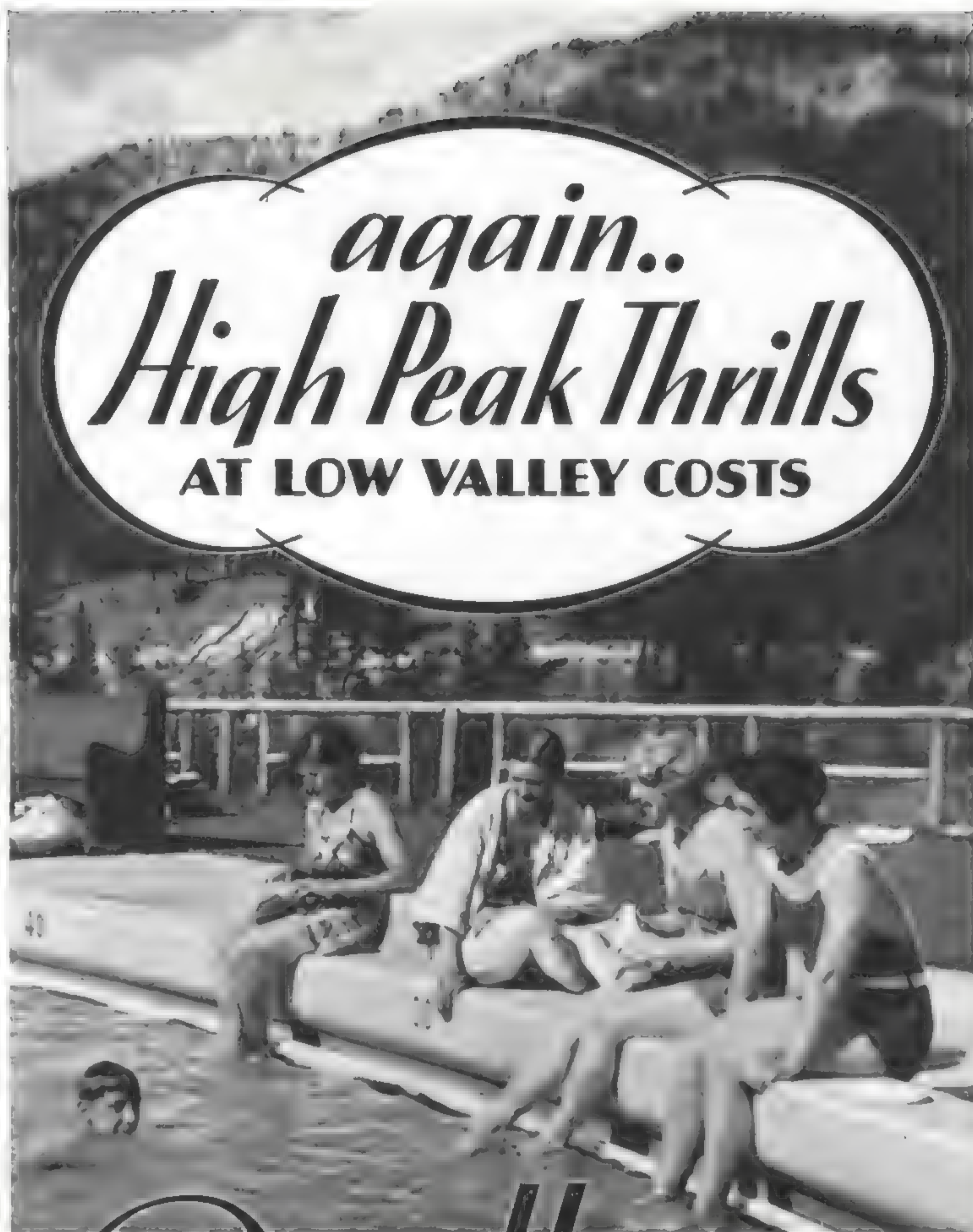
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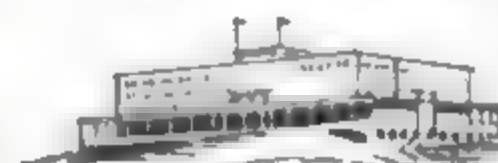


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... During the next two months, this department will carry, in addition to the regular school news, items concerning summer camps for boys and for girls. Factors which are relatively unimportant in selecting a school enter into the choice of a camp for your child. If you would like more information than you find on these pages, we shall be glad to help you. A big camp round-up has just been completed by Vogue's School and Camp Bureau, and the resultant information is corralled in our offices for your service. Simply write or call Miss Marian Courtney, Director, Room 1928 Graybar Building, 420 Lexington Avenue, New York City. Telephone: MOhawk 4-7500.

Encore

The Cherry Lawn School, a coeducational school in Darien, Connecticut, originally designed its three-week June session for college preparatory students. But now many others stay because they can't bear to leave the farm with its lake and gardens during the lovely June weather. And visitors are just as devoted. They come for the weekend and stay for three weeks.

This extra session serves three purposes: students who are strong in a certain subject can gain an extra credit; others can make up work in which they are weak; and some students like to take this time to carry out pet projects for which they didn't have time during the regular session. One year, two boys stayed to rehearse their puppets for a summer tour. Another boy took these three weeks to work on his novel. Since work is not formalized and much of the time is spent out-of-doors, everybody has a grand time.

Compleat Anglers

Boys who want to get beyond the sitting-on-a-bank-with-a-rod stage of fishing will have a grand time at Camp Nicatous, near Burlington, Maine. There is good fishing in the region, and the camp takes advantage of it. Part of the program is instruction in fish lore and the various techniques of landing game fish. Boys learn the correct bait or fly to use, how to cast a line, and the proper way to land bass, salmon, and trout. No instruction is needed in what to do with the fish after they are caught.

Mighty Prowess

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CAMP NEWS

This is the location of the Archery Camp of the Interscholastic Archery Association, run in connection with Camp Petaga for Girls, Mears, Michigan. There is a special early session for camp counsellors, June 17 to 30. Girls generally leave Camp Petaga with an abiding enthusiasm for bows and arrows.

Planned Environment

Robin Hood's Barn, in the village of Ascutney, Vermont, is one of the few camps in the world for crippled children. It is planned for those who, because of physical handicaps, are cut off from the camp life of normal children. Now, for the first time in their lives, they are playing in an environment which gives them the advantages of their luckier brothers and sisters. The program of activities is similar to that of regular camps, but modified to suit their needs. The setting of the camp is mediaeval England—the children wear suits of Lincoln green—and an atmosphere of chivalry and adventure is maintained. It would be hard to find a happier group than the merry boys and girls of Robin Hood's Barn.

... Merchant, Chief

Camp Miquon, at Brant Beach, New Jersey, has been smarting under the insinuation that there is nothing to do at a seaside camp. On the contrary, they say, the problem is to make a choice among all the interesting things that one can do at the shore. To prove it, they have issued a list of the activities for boys at Camp Miquon. They have sorted them out under headings which read like this—"Explorer, Craftsman, Marksman, Sailor . . ." and so on, through to "... Engineer, Camper, Athlete, Entertainer."

For June Brides

Girls who plan to take on matronly duties had better note this item. The famous Miss Farmer's School of Cookery in Boston, Massachusetts, is running an eight weeks' intensive session in all the culinary arts. Classes meet daily, and students may enrol for as many courses as they choose. Mornings are given over to cooking. The work is arranged in meal form, and the results are served to the class for their noonday luncheon. Survivors will devote their afternoons to the study of Marketing, Meal Planning, Table Service, Household Administration, and kindred subjects. The very ambitious may want to add Canning to their courses of study. Dilettantes may prefer Candy Making or Cake Decorating.

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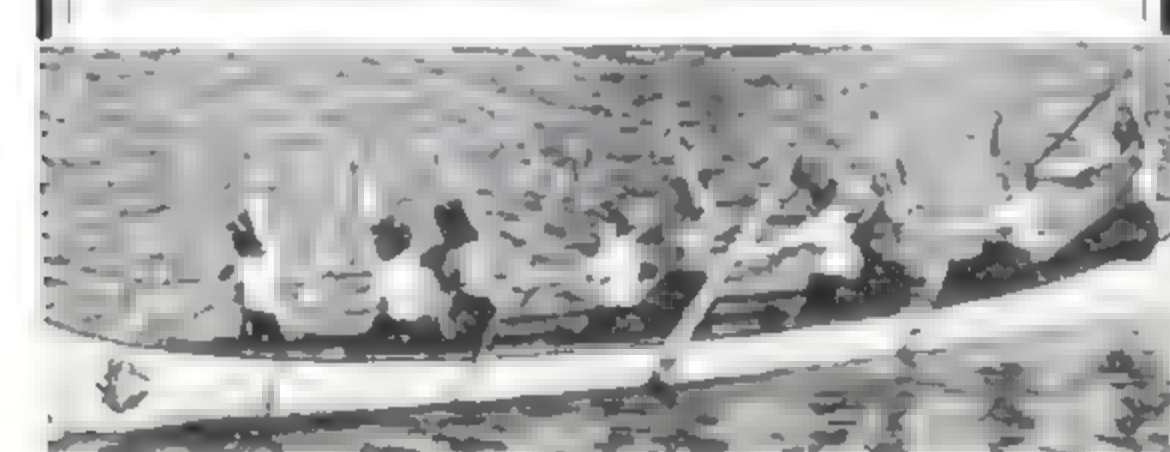
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On Friday, May 17, trains to Simsbury, Connecticut, will be laden with bright-faced papas on their way to attend Fathers' Day at Westminster School. It's an annual affair at the school—and because parents have enjoyed it so much in the past, it has been extended to take in the whole week-end. Fathers exhibit real school spirit. Each one comes bringing a book for the school library, and many contribute impromptu features to the celebration. Plans for the week-end include a track meet on Friday, and a luncheon and baseball game on Saturday. These, however, are not the really important part of the occasion. What fathers enjoy most is sharing with their sons in the actual life of the school. Rooms have been provided for them in the dormitories, and meals will be served in the school dining-room. Thus all formality quickly disappears, and fathers and sons are all good fellows together.

Art and Aviation

The School of Fine and Applied Arts, of Pratt Institute, Brooklyn, New York, is taking to the air. Architectural students have designed a municipal air terminal to be located at Thirty-First Street and East River in New York City. People in Industrial Design are doing drawings of an aero club car for Transcontinental and Western Air, Inc. The class in Interior Decoration has worked on interior plans for a proposed sixty-passenger transatlantic plane. Other classes are making airport and airplane models, airways posters, and costume designs for corps of airport attendants. So it goes . . . every de-

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CAMP NEWS

partment finds some way to apply its work to aviation. People who are interested in this work might note that the School of Fine and Applied Arts will hold its forty-eighth annual exhibit May 2 to 8 inclusive.

Singing Secondary

Every boy at Rutgers Preparatory School, in New Brunswick, New Jersey, sings. He may have the worst soprano-bass combination in the world, but, when he goes to Rutgers Prep, he sings. And, what's more, he likes it. Light classical and college songs are featured in the class programs. The school made these singing classes a required part of the curriculum this year, in the belief that an appreciation of music and its technique is essential to a cultural education. This idea may not mean much to the boys, themselves. But they do enjoy the singing, and, when they reach college, they will frequently have occasion to be thankful for this early training.

Bostonian Espionage

The head of the English Department at Emerson College, Boston, Massachusetts, has organized his students into a great "speech spy" system and sent them among their unsuspecting fellows to gather material for a "slang survey." The spies operate under designations such as Z-2, X-4, and K-9, making their reports directly to their chief. The purpose of the survey is, of course, to encourage better English by making the students speech-conscious. However, as the professor says, "... slang is often real language going through its birth throes." He does not want to sterilize our language—merely to kill off the monstrosities. It must be admitted that no more fertile field could be found for a slang survey than a college campus.

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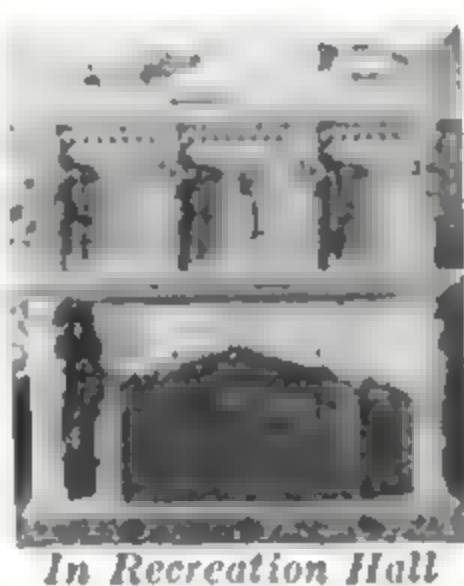
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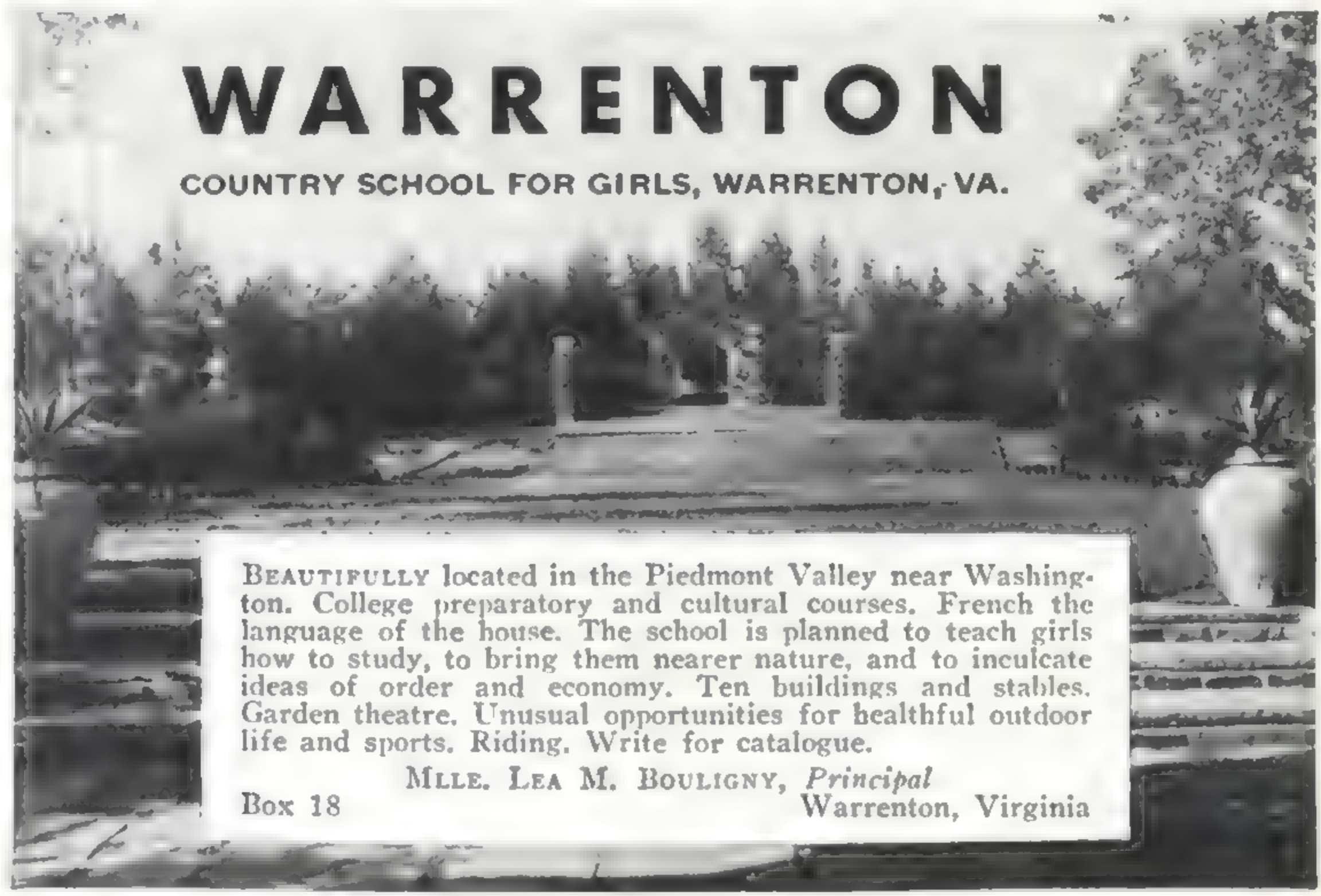
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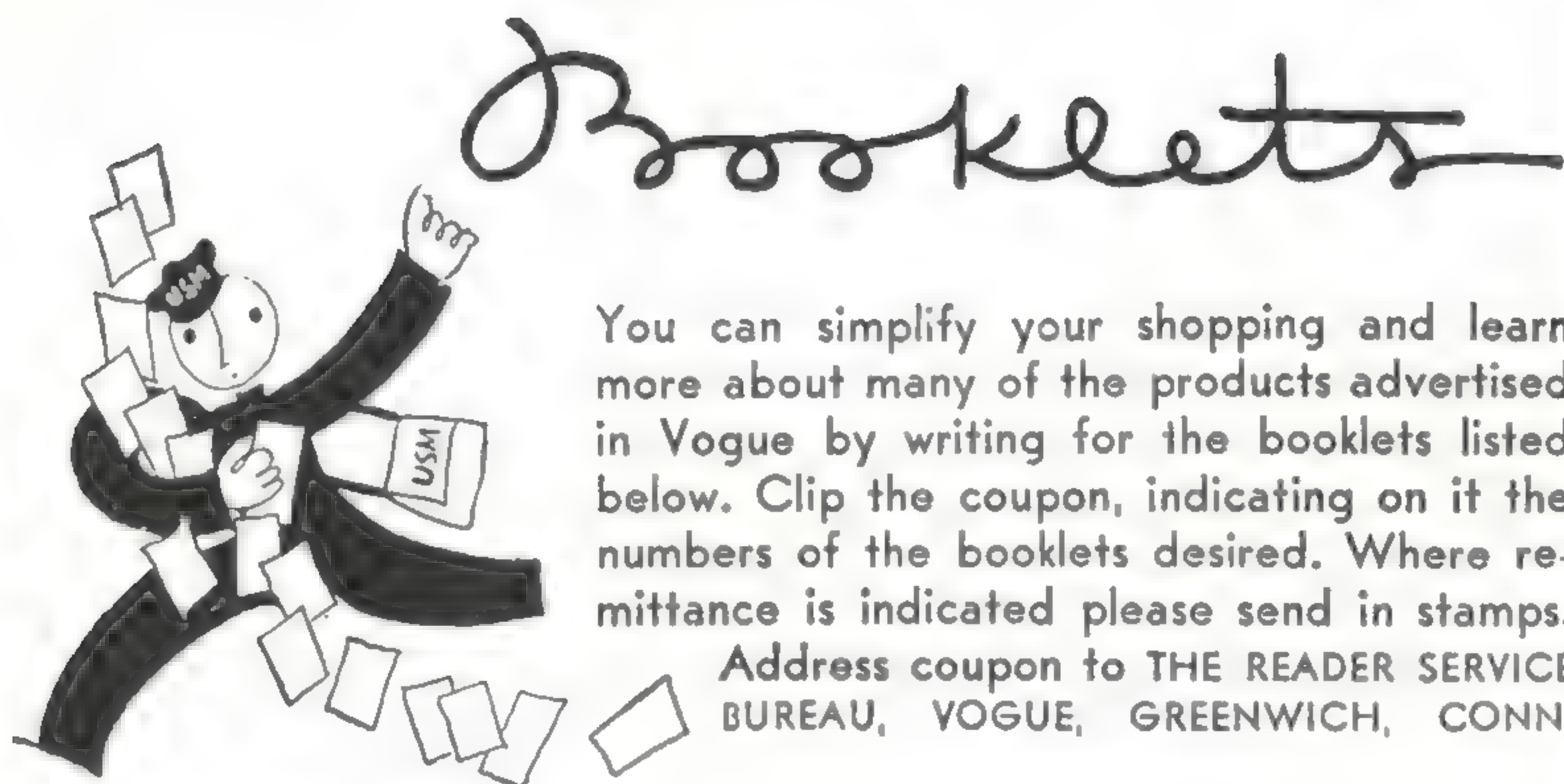
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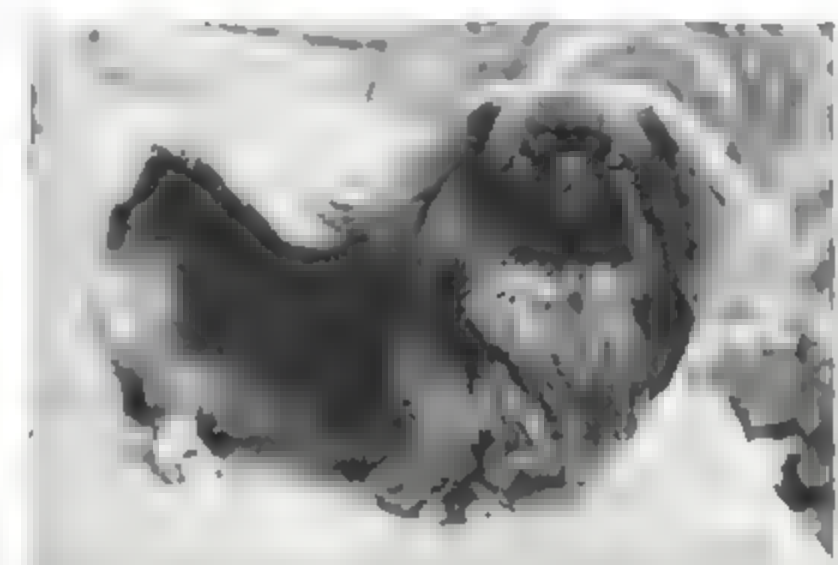
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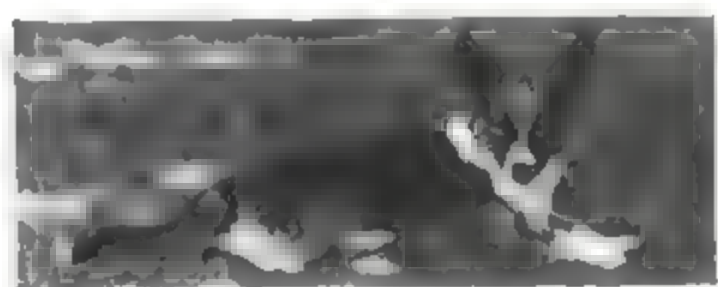
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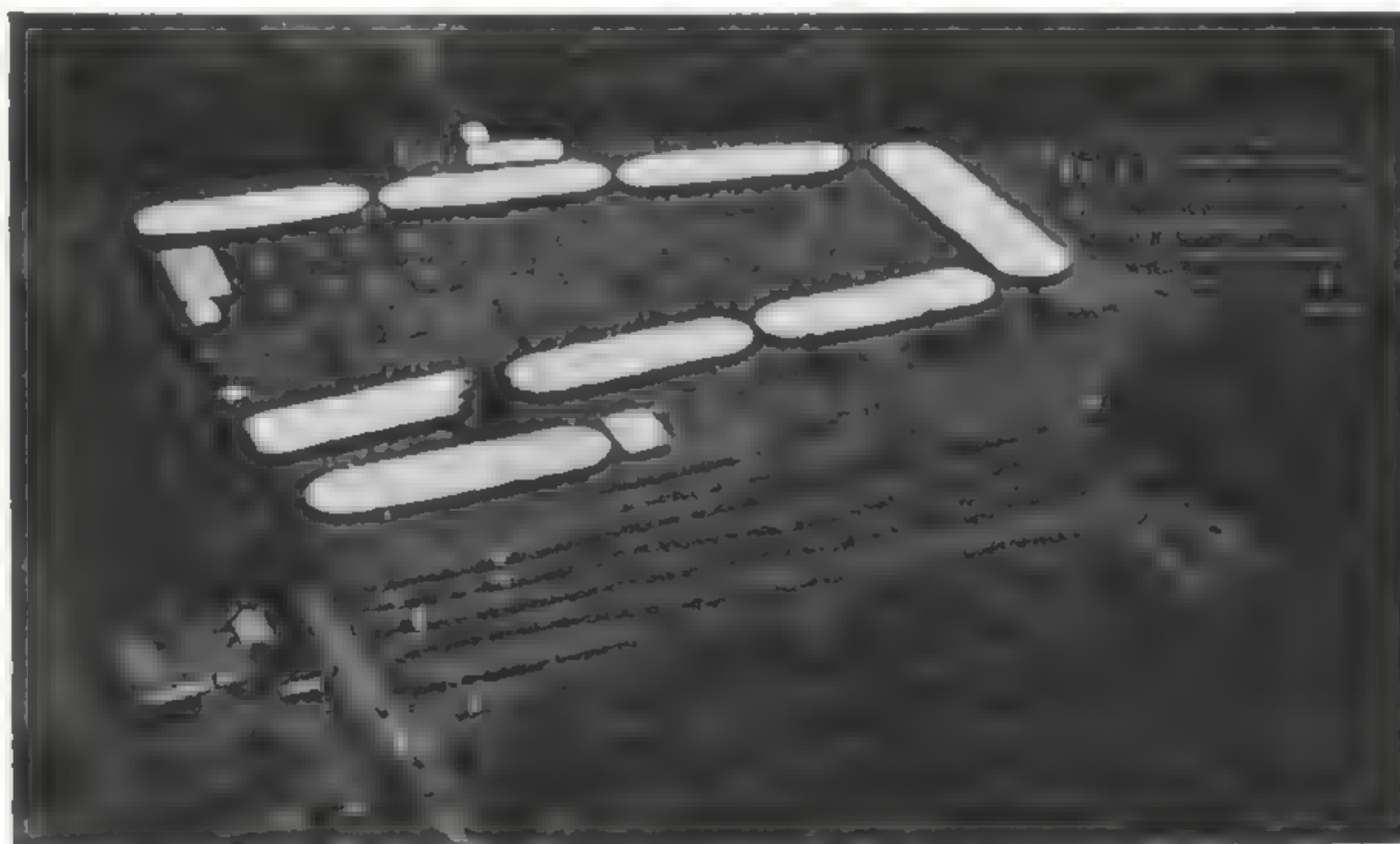
Mrs. Dodge awards cup to Ch. Gunside Babs of Hollybourne, 1934

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Last year, there were 2,827 dogs, 3,500 entries—giving the Morris & Essex Club event the record for dog shows of any duration ever held in the country. This year's figures are provoking quite a bit of betting in advance.

Last year, there was one imported judge. This year there will be four, all men who can do much to settle standards as well as hand out awards. The Dachshunde, numerically leaders at Madison Square, will be judged by Otto H. Gross, of Platte, Nassau, Germany, than whom there is none whomer. Oscar Sickenger, of Pforzheim, will say the final word on German Shepherds, leaders at the original Morris & Essex



The tents, rings and some parked cars at Morris & Essex

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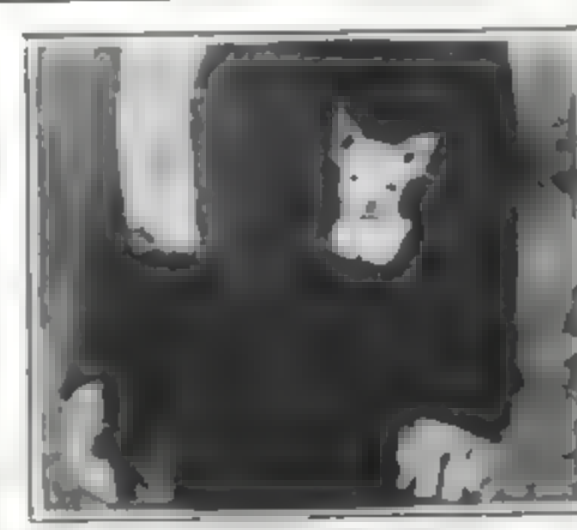
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The silver trophies awarded at the 1934 show, valued at \$5,000

Tip-top for Dogdom

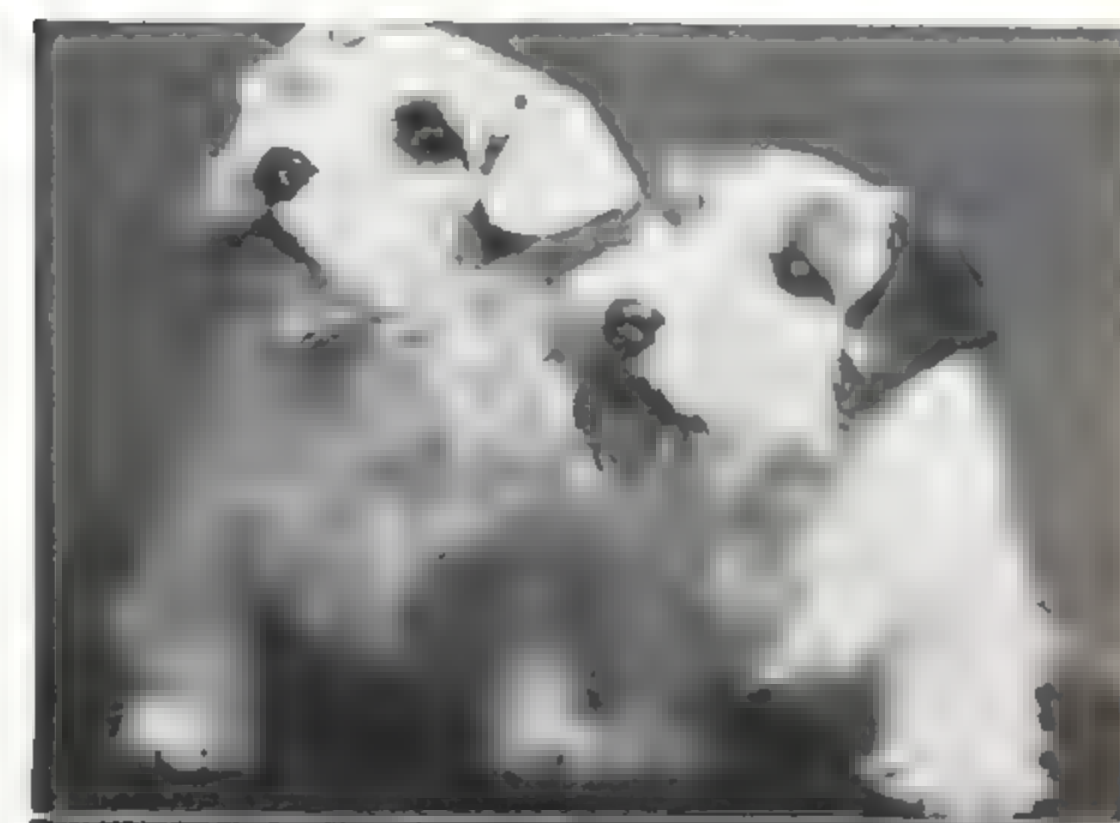
event, back in 1927. The redoubtable Johnny Aarflot, of Aasta Station, Osterdallen, Norway, will settle disputes in the domain of Norwegian Elkhounds. And William McDermont, of England, will handle the Scottish Terrier group.

Plenty of important American judges will be there, too—people like Dr. Henry Jarrett of Philadelphia, whose say-so is law about Russian Wolfhounds and Dalmatians; Enno Meyer, of Milford, Ohio, who will judge Manchester Terriers, Poodles and the Miscellaneous group; Mrs. F. Y. Mathis, of Greenwich, Connecticut, who knows Papillons too well for dispute; Bernard L. Tellman, of Baltimore, covering Boxers, and Walter H. Reeves, who will run over from Canada to preside over Foxterriers, Wire and Smooth.

(Continued on page 122)



A general view of rings and tents at last year's show



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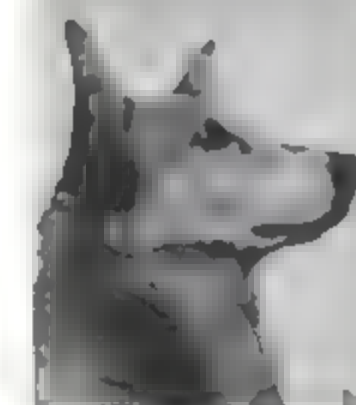
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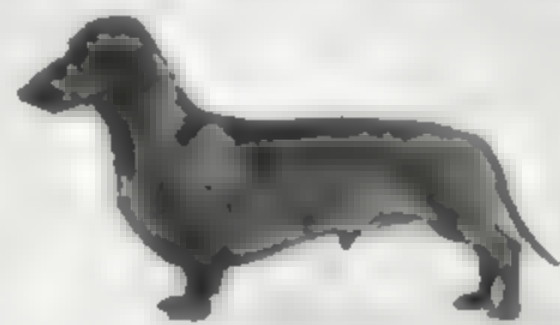
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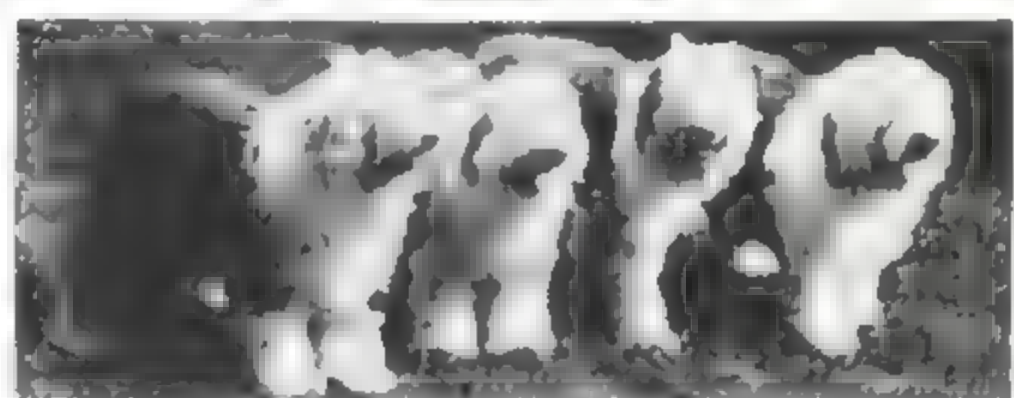


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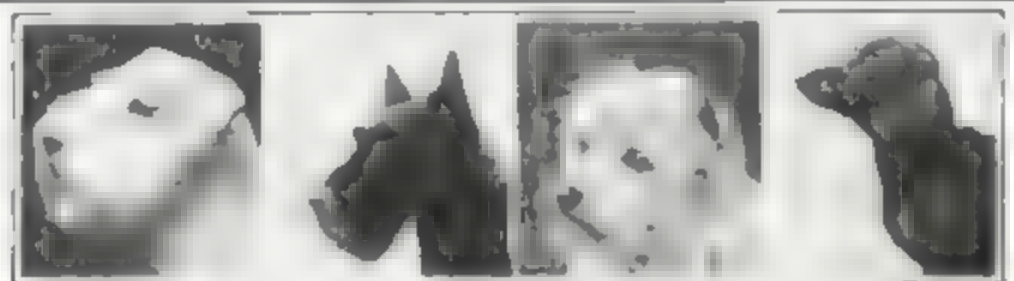
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• Don't the very words, "The Lace Ball," conjure up something particularly alluring and gracious? Such an event has great opportunities for beauty, and it is hoped that they are all going to be realized on Friday evening, May 3, when The Lace Ball takes place in the Grand Ballroom of the Waldorf-Astoria. Although lace costumes are not strictly required, surely most of the lovely ladies will go in lace, and who hasn't a favourite gown of that excellent genre? Net and tulle will qualify, too.

Aside from the fact that this will probably be in itself an event of beauty, there is also promised a fashion feature, a veritable charm lesson in lace. This will be an American designers' revue of new and exciting models executed in lace—not just dresses, but all sorts of costumes and wraps, hats and neck fripperies, accessories—perhaps even shoes! Outstanding Hollywood designers will participate, as well as the famous ones of New York.

Mrs. Henry Martyn Alexander (who is president of The Outdoor Cleanliness Association, for the benefit of which this ball is given) is chairman of the executive committee of the ball. She tells me that there are to be not just one, but many attractions during the evening. First, in addition to the dancing—for which the music is provided by the Nat Harris Embassy Orchestra—, there will be gaming in the east foyer of the ballroom, where tables will be set up for roulette and all sorts of gambling. Although this is just in fun, you can get gorgeous lace gifts for your luck, and the proceeds go

to this hard-working Association, which is nobly transforming New York by degrees into a clean and beautiful city. You inveterate gamblers can purchase play money with real money; then you exchange your winnings for beautiful objects in lace, all of which have been contributed; and your original investment goes to the good works of the Association. And this isn't all, if you're the fortunate sort. Ladies who are just born lucky (and who, of course, come to the ball gowned in lace) will each be presented with a ticket. Later, twenty-five lucky numbers will be drawn, and the holders will be the recipients of lace prizes. In addition to all of these features, there will be a floor show, provided by amusing Broadway talent; and supper will be served at midnight. All of this is included in the price of your tickets, which cost only about \$5 each and may be had at the Lace Ball Headquarters, suite 601, Waldorf-Astoria.

But I've told you only half the story thus far, because this ball is being held for an especially good cause. All of the proceeds will be devoted to The Outdoor Cleanliness Association, which needs your help and which is doing splendid work in trying to make Greater New York as bright and neat and attractive as it should be.

Lunching and dining



• Of course, you know Le Bijou, so conveniently located in East Fifty-Sixth Street just off the Avenue. But, if you haven't been there recently, do renew your acquaintance with it. You'll find it new not only in its decorative detail, but also new in spirit. The management is new

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the Bedroom exclusively.



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the town

(directed by Mele and his very able staff) and believes in doing things efficiently with charm. The cocktail hour is made particularly pleasant by the accompaniment of a tuneful orchestra, which plays for dancing at dinner. But I really should tell you about the food, which is prepared and served with love and care, and accompanied by the best of drinks. The menu, both for lunch and for dinner, is knowingly planned and offers an excellent selection.

Previews

• People are overtaken with the desire to buy a house at any time of the year, but spring seems to be particularly fatal to city-dwellers. They begin to brood about tender green buds and two-car garages and weekend guests, and the first thing you know they've started out to find a house, singing "My Little Grey Home in the West." This would be splendid for American home life if it were not for the fact that house-hunting loses its mysterious allure after about the fourth house. You are miles from home, your feet are worn to the bone, and you are inclined to snap at real-estate agents.

Previews, a firm with a knowledge of life, has met this situation with an imaginative ingenuity worthy of praise. You go to the Previews office, at 342 Madison Avenue, and tell them what sort of house you want, how much you want to pay, and what part of the country you've set your heart on. They have an exhaustive knowledge and records of the finest residential bargains in Westchester County, Connecticut, New Jersey, Long Island, and even all the way from Maine to Florida. First, they show you photographs of property meeting your initial requirements, and you pick out the ones that look

most possible. Then the fun begins. You go to a projection room and are shown movies of the properties you have chosen—the approach, the house, the grounds—everything. Nobody tries to "sell" you. Nobody points out the beauty of the back porch. A Previews man is there to answer all your questions; and you can be perfectly sure that the houses are worth looking at, because experts from the Previews office have examined every one before it was listed. When it comes to the actual buying, you are sent to the local broker in charge of the property. Previews has listings at practically all prices, so it is a comfort to know that they will take a lively interest in you, no matter how few or how many thousands you have to spend.

The unbelievable part of this service—aside from the fact that no one has thought of doing it before—is that it is entirely free to the purchaser (or even the looker). The whole idea, in fact, is a real-estate clearing-house, and it should make life simpler for us all.

For amateur gardeners



• And now, just when spring is here and even city-dwellers feel the urge to plant and sow and have a garden, appears a charmingly helpful little book called *Everyman's Garden*. It will give you ideas, no matter how small or how large a plot of ground you may have to cultivate. The author of the book is Max Schling, a friend and counsellor of all lovers of flowers and plants. Mr. Schling has created the character of Peter Martin, a retired business man who begins as a novice at landscaping and flower culture—and who (Continued on page 44)



Today a MANUEL Transformation is an accessory in the wardrobe and is within the means of every woman. Manuel (Specialist in Transformations exclusively) is now in America . . . at his New York Salon 485 Madison Avenue Corner of 52nd Street. Illustrated Booklet on request.



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• New crazy hats, new Regency evening dresses, demand new coiffures. Dozens of shining curls and up-brushed swirls with lace-flowers, as here. Classic ringlets, with fresh flowers on the brow. Baby curls fluttering above white organzas, blue sashes . . . so innocent!

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R. LOUIS

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VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 43)

achieves not only a highly successful garden, but creates for himself a vital and diverting new interest in life. Peter has a grand friend in Johnny Garden—a wise and lovable character whom I strongly suspect of being Mr. Schling himself. The book is very readable and practical. It is published by Macmillan.

• If you are perchance limited to gardening within doors, you can still achieve very happy results. A good guide-book on this subject is a decided help—for example, *House Plants: Modern Care and Culture*, by Marjorie Norrell Sulzer (Doubleday-Doran).

Another valuable little book is *A Garden in the House*, written by Helen Van Pelt Wilson and published by the Leisure League.

Country estates

• What would you give for a room with a view, a garden to putter in, or an acre to call your own? Nancy A. Heckscher, who is one of the moving spirits in Douglas L. Elliman's new Country Estate Division, wants to know. So do Mrs. Robert D. Pruyn, Mr. Sidney D. Ripley, Mr. Harry I. Nicholas, junior, and Mrs. Julian Carr Stanley—all of them members of the Elliman staff. And, if you say the word, they'll pick you up any day in their shiny new Fords and tote you around the countryside on a house hunt. They'll offer you bargains in Old Westbury, Glen Cove, Manhasset, Roslyn, Jericho, Cold Spring Harbor, Locust Valley, Sands Point, Woodbury, Brookville, Syosset, or Oyster Bay. They have parcels of property ranging from \$30,000 to \$500,000 (these are estate properties, of course), and, every now and then, something very choice is available at a good deal less. Unimproved acreage can be bought anywhere from \$500 to \$6,000 an acre (this last being very choice water-front property), and right now there's a seven-acre gem on a hill overlooking the water that

is fairly asking to be bought, water-front and all, for \$23,000. Nancy Heckscher will tell you that these finds have never been known before and will never be seen again. So, if you are interested in property on the North Shore of Long Island, have a look before opportunity has passed.

Chez Fouquet



• In Paris, Fouquet's means a restaurant of the old tradition. In New York, its unrelated namesake is of the most new and ultra-modern school. The difference is typical; but there is at least a good cuisine as the common denominator of the two.

You will be intrigued by this new place, which is reached by diving down the stairs at 40 East Fifty-Eighth Street. Originally just a square and non-committal room, the talented Continental architect, Joseph H. Ziluca, has transformed it completely by clever tricks of decoration and lighting. Walls are in off-white, corners are rounded, balustrades gleam with chromium. There is a balcony which is an excellent vantage-point for cocktails, and here, too, is the bar of deep blue mirror glass. At tea-time and in the evening, Meyer Davis's orchestra provides lilting music, and there is a small but inviting floor for dancing.

The Empire Room



• There is a brand-new show going on nightly in the Empire Room at the Waldorf-Astoria. In fact, two brand-new shows. At midnight, the entertainment gets off to a good start with the songs of Milton Douglas. I hope that when you go he will sing his stirring song, imported by him from London, called "The Changing of the Guards" (pronounced *chinging*, if you please). It



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PUBLISHER'S STATEMENT OF CIRCULATION

This is to certify that the average circulation per issue of Vogue for the six months' period, July 1 to and including December 31, 1934, was as follows:

Copies sold	141,623
Copies distributed free.....	5,087
Total.....	146,710

Signed

F. L. Wurzburg, Vice-President

Subscribed to and sworn before me on this 18th day of February, 1935.

Signed

Irene A. Meynier, Notary Public

VOGUE COVERS THE TOWN

makes us all long to go right over for the King's Jubilee. But—to go on with the show. I'm excited about the new dance team, Georges and Jalna. They both have that divinely smooth and light-as-air floating quality, nothing short of thrilling. Jalna is a poem to watch—a poem most effectively gowned. All of this goes on to the music of Henry King and his orchestra. Promptly at one o'clock, Xavier Cugat and his tango band appear on the dais, to play a rumba for Raul and Eva Reyes. Raul and Eva are brother and sister, hailing from Cuba, and there is nothing about their native rumba that they don't know expertly. In addition, they wear beautifully effective native costumes to delight the jaded eye.

Nor is this all the news, for the Waldorf has evidently been busy garnering fresh talent. On Saturday and Sunday afternoons, during the tea-dances, a grand ballroom dance trio is featured—Harris, Claire, and Shannon. These young Americans come directly from Mayfair House in London, having been at The Casino in Paris before that. Edward Paul England, III, is giving his creative supervision these days to the entertainment, the *décor*s, and the various features of the Empire Room (one of our favourite haunts, and who could blame us?).

Adventuresome

• I venture to say that something interesting in the way of a new travel book will result from the international contest that is being sponsored by two publishing houses—McBride in New York, and Harrap in London. Globe-trotting is a fascinating subject, and perhaps some explorer or deep-sea sailor or archaeologist hitherto not of the writing world will give us an original volume based on true experience. We'll be looking for it. Meanwhile, if you have been to far lands and have something unusual to say about life in any part of the globe, you still have a month in

which to get busy and turn out your adventure story. It must be book length, and if you win you'll receive some twenty-five hundred dollars in advance of the royalties. Even if you don't win, you might sell your book. The closing date of the contest has been extended till June 1.

Haven for Colonels



• Americana can mean a great many different things—first-editions, miniatures, door-hinges, candle-snuffers—

anything with the stamp of some particularly American function, taste, or locale. Back in Kentucky, a type of Americana was developed that has a strong appeal for all save dyspeptics, poor devils. It falls under that great class of things known as the culinary—tender baked ham with clear orange sauce, high corn-puddings, watermelon pickles, and vegetables scalloped with almonds. The mere mention is enough to set one looking frantically for a piece of the blue-grass country transplanted to Manhattan. Luckily, there is such a one, right over on Forty-Eighth Street, between Fifth Avenue and Madison. Elizabeth D. Reynolds is its guiding star. She is a genuine ex-Kentuckian, and she sho' does know how to serve up beaten biscuit, black bean soup, and turkey hash, Suh. There's not a Kentucky special—transparent pie included—that she can't and doesn't set before you, and many of her Kentucky dishes are not to be found elsewhere in town. Her black bean soup and famous fried chicken are never taken off the menu—she'd hear from her devotees if such a departure were even attempted. The food is as nicely served as it is prepared, and the prices are less than you might expect in a place of this type. An excellent table d'hôte luncheon is served for about seventy-five cents, and dinner for about a dollar to a (Continued on page 46)



GINA—Once more French leads the fashion parade, offering this semi-sport creation in white and tan or white and blue \$5.75

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FIFTH AVENUE AT FIFTY-SIXTH STREET

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 45)

dollar and a half. There are always hot biscuits or muffins or cornsticks, and a tray of toothsome home-made relishes is passed as a matter of course.

Tucked in the rear of the restaurant is a bar, and do investigate it if you are interested in mint juleps, genuine variety. Personally, I feel the mint-julep season coming on. I started out to track the very best ones down, and congratulated myself on my luck when I found Elizabeth Reynolds. Here, these delectable drinks are made and served in silver cups that fairly freeze your fingers. Juleps in all their perfection are served at Elizabeth Reynolds all the year round. She has a private stock of mint that comes fresh from the country every day.

Counter-attraction

• Those whose walks are taken along East Fifty-Ninth Street are waylaid and amused, I've noticed, by a new kind of lunch-counter attraction at number 28. As yet, American ingenuity has not exhausted all the possibilities of this native field, it seems. The latest novelty is the "smacker." Nothing can be done about the name, I suppose, but don't let that prejudice you, because the things themselves are surprisingly good. They are neither waffle nor muffin nor cruller nor sandwich, but a combination of all of these. And they're cooked in a contraption that looks like a cross between a waffle-iron and a curling-iron. The batter may be any one of dozens, such as biscuit, cornbread, gingerbread, and so on, and the filling, equally varied, is generally cooked right inside. Practically the entire menu at this modern quick lunch is made up of smackers, plus either hard or soft drinks. You can have a cocktail while your smacker is being cooked to order. An oyster smacker, for example, consists of fresh hot oysters in a jacket of crisp biscuit. The worst of it is that it may lead you to fall for a smacker dessert—these come in insidious variations, also. Many calories for little cash.

The chap who runs this place has other good ideas. First, he achieved relief from gewgaws in his decorative effects, the high lights of which are soft, pinky walls above a black dado; tall mirrored panels with white pilasters; blue upholstery; indirect lighting. He has my personal vote of thanks for a ceiling that acoustically deadens noise; a comfortable height in counters; places to put hand parcels; chairs that don't catch stockings and that aren't fastened immovably to one spot. The place is open practically all the time, except from 4 to 7 a. m.

Clockwise

• I'm sure that I am not alone in my passion for clocks. Witness the enthusiastic visitors who are wending their way to Symons, at 730 Fifth Avenue, where an exhibit of fascinating timepieces is being held through May 18. The art of clock-making, from the early seventeenth to the nineteenth centuries, is portrayed,

with examples collected from many countries. The emphasis falls upon England as the true home of mechanical development in this field. Daniel Quare, for instance, is represented by a rare ormolu rotary table clock, while a walnut bracket clock is said to have been made for William, Prince of Orange.

While the English excelled principally in the accuracy of mechanism, the French makers were laying stress on the beautification of the cases. The French clocks in this exhibit include numerous types of rotary, cartel, skeleton, and mantel types, made by outstanding craftsmen. There are, of course, also many picturesque contributions from old German ateliers.

Exhibitions in May

All month—In The Gardens of the Nations, RCA Building, 11th floor roof areas. Permanent exhibit of British Industries, Arts, and Products. British Empire Building, 7th floor; daily except Sundays, 10 a.m.-6 p.m.; admission free; tea served for a small sum, between 4 and 6 o'clock.

Till May 15—Industrial Arts Exposition. In the Forum of the RCA Building.

Till May 4—Knoedler Art Galleries, at 14 East Fifty-Seventh Street. Loan Exhibition of Fifteenth-Century Portraits.

May 6-18—Grand Central Art Galleries, 1 East Fifty-First Street. Portraits by Lavallo.

May 7-25—Anderson Galleries, 30 East Fifty-Seventh Street. Annual Exhibition of the Salons of America. American Art Association.

Till May 19—Museum of Modern Art, 11 East Fifty-Third Street. African Negro Art.

Till May 11—Argent Galleries, 42 West Fifty-Seventh Street. Paintings by Charlotte Berend, her first one-man show in America.

After May 13—Argent Galleries. Summer show of The National Association of Women Painters and Sculptors.

Till May 11—Milch Galleries, 108 West Fifty-Seventh Street. Figure and Landscape Studies by Leon Kroll.

Music festivals

May 10-11—Westchester County Music Festival; White Plains County Centre, White Plains, New York. Sandor Hartal, conductor.

May 15-18—Ann Arbor May Festival; Ann Arbor, Michigan.

May 17-18—Bach Choir Festival; Bethlehem, Pennsylvania.

May 21-25—Cincinnati Biennial Festival; Cincinnati, Ohio. Eugene Goossens, conductor.

Balls

May 2—The Opera Ball—a romance of old Louisiana; Metropolitan Opera House, New York City.

May 3—The Lace Ball; The Waldorf-Astoria, New York City.

Flower shows

May 16—Twenty-First Annual Rittenhouse Flower Market; Philadelphia, Pennsylvania.

May 15-16—Rock Gardens; Fleischmann Park, Cincinnati, Ohio.

Horse shows

May 4—Saxon Woods, New York.

May 5—Harrison, New York.

May 8-11—Washington, D. C.

May 11—Rockwood Hall, New York.

May 12—Lawridge, New York.

"FLANEUSE"

SOCIETY

BIRTHS

NEW YORK

Chappell—On March 14, to Mr. and Mrs. William B. Chappell (Elizabeth Greenleaf), of Mount Kisco, New York, a son.

Haskell—On February 23, to Lieutenant Joseph Farrell Haskell and Mrs. Haskell (Julia Kean Benjamin), of Manila, Philippine Islands, a daughter.

Haskins—On March 7, to Mr. and Mrs. Lathrop Stanley Haskins (Barbara Ewing), a son.

Schuyler—On March 3, to Mr. and Mrs. Philip Van Rensselaer Schuyler, junior (Barbara D. Leslie), a son, Philip Van Rensselaer Schuyler, third.

Smith—On March 8, to Mr. and Mrs. Paul Morton Smith (Alice Kobbe Rand), of Water Mill, Long Island, a son, Charles Sabin Smith.

BALTIMORE

Colt—On February 15, to Mr. and Mrs. Rutger Barclay Colt (Augusta J. Trenholm), a son, Rutger Barclay Colt, junior.

BOISE

Fitch—On February 15, to Mr. and Mrs. Thomas Fitch (Elizabeth Lane), a son, Thomas Lane Fitch.

BOSTON

Smith—On March 11, to Dr. Maurice Fremont Smith and Mrs. Smith (Mary Dixon Thayer), a son, Richard Fremont Smith.

CHARLESTON, WEST VIRGINIA

Willis—On March 2, to Lieutenant James S. Willis and Mrs. Willis (Martha Knight), a daughter, Ann Ruffner Willis.

COLUMBUS, OHIO

Shannon—On January 16, to Mr. and Mrs. Austin Shannon (Mary Loren Jeffrey), a son, Michael Jeffrey Shannon.

DALLAS

Baqué—To Mr. and Mrs. John Gordon Baqué (Marguerite Montgomery), a son, John de la Parde Baqué.

DALTON

Crane—On March 7, in Hartford, Connecticut, to Mr. and Mrs. Bruce Crane, of Dalton, Massachusetts, twin daughters.

DULUTH

Kott—On January 26, to Dr. Hermann Kott and Mrs. Kott (Helen Scott Dancer), of New York, a son, Hermann Stephen Kott.

Paine—On February 15, to Mr. and Mrs. F. Rodney Paine (Anna Hooker), a daughter, Rebecca Paine.

FLINT, MICHIGAN

Cumings—On January 15, to Mr. and Mrs. William Chauncey Cumings (Frances Wendland), a daughter, Ann Louise Cumings.

LINCOLN, NEBRASKA

Linderman—On March 2, to Mr. and Mrs. Glade Linderman (Mary Sidles), of Tacoma, Washington, a daughter, Marilyn Linderman.

MEMPHIS

Perkins—On February 23, to Mr. and Mrs. Newton Perkins (Peggy Mann), a daughter, Margaret Perkins.

NEW HAVEN

English—On March 5, to Mr. and Mrs. Philip Henry English (Katharine T. Dana), a son, Richard Locke English.

NEW ORLEANS

Kock—On March 2, to Mr. and Mrs. E. James Kock (Virginia Downman), a daughter, Virginia Kock.

RALEIGH, NORTH CAROLINA

Atkinson—On March 5, to Mr. and Mrs. George B. Atkinson (Virginia Storr), of Chicago, Illinois, twins, a daughter and a son.

Williams—On February 15, to Mr. and Mrs. Grimes Williams (Margaret O'Donnell), a son, John O'Donnell Williams.

SAN ANTONIO

Turner—On March 8, to Mr. and Mrs. Clark Turner (Carrie Newton), a daughter, Carrie Newton Turner.

SPOKANE

Galland—On March 8, to Mr. and Mrs. Theodore Hexter Galland (Eleanor Coues), of Spokane, Washington, a daughter, Susan Kittredge Galland.

TORONTO, ONTARIO

Lind—On February 11, in Saint Mary's, Ontario, to Mr. and Mrs. J. S. H. Lind (Margaret McHugh), a daughter.

MacLean—On March 11, to Mr. and Mrs. Andrew D. MacLean (Frances Armstrong), a son.

BIRTHS

TROY

Warncke—On January 27, to Mr. and Mrs. Ernest L. Warncke (Gwenllian Herbert), a daughter, Elizabeth Powell Warncke.

UTICA

Duvall—On February 19, to Mr. and Mrs. R. Lee Duvall (Janet Graves), a daughter, Martha Jane Duvall.

YOUNGSTOWN

Schafer—On January 18, to Mr. and Mrs. Kenneth Schafer (Clara Louise Wilson), a daughter, Sally Wilson Schafer.

Wallis—On January 28, to Mr. and Mrs. Lohn E. Wallis (Elizabeth Corey), a daughter, Nancy Corey Wallis.

Zug—On February 4, to Mr. and Mrs. Charles K. Zug (Jeannette Barres), a son, Oliver Barres Zug.

ENGAGEMENTS

NEW YORK

Houghton-Chambers—Miss Raquel Bienvenida Houghton, daughter of the late George W. Houghton and Mrs. Houghton, of Havana, Cuba, to Mr. H. Ronald Chambers, son of the late Henry Ronald Chambers and Mrs. Chambers, of New York.

Polk-Guest—Miss Elizabeth Sturgis Polk, daughter of Mr. and Mrs. Frank Lyon Polk, of New York and Syosset, Long Island, to Mr. Raymond Guest, son of the Hon. Frederick E. Guest and Mrs. Guest, of London, England, Palm Beach, Florida, and Roslyn, Long Island.

BOSTON

Storow-Rotch—Miss Alice Gedney Storow, daughter of the late Edward Cabot Storow and Mrs. Storow, of Needham, Massachusetts, to Mr. Arthur Rotch, son of the late A. Lawrence Rotch and Mrs. Rotch, of Boston, Massachusetts.

BUFFALO

Adsit-Dean—Miss Susan G. Adsit, daughter of Mrs. Peachy Brown Adsit, of Hastings-on-Hudson, New York, to Mr. Louis Edmond Dean, of New York, son of Mr. and Mrs. Lemuel P. Dean, of Charlotte, North Carolina.

CHARLOTTE, NORTH CAROLINA

Mather-Thompson—Miss Janet Loudoun Mather, daughter of Mr. and Mrs. Harry S. Mather, to Mr. George Dewey Thompson, son of Mr. and Mrs. Berry Guard Thompson, of Goldsboro, North Carolina.

MEMPHIS

Lawrence-Bondurant—Miss Merle Lawrence, daughter of Dr. Walter Sibbey Lawrence and Mrs. Lawrence, to Mr. Reld Bondurant, son of Mrs. Chester T. Bondurant, of Los Angeles, California, and Hickman, Kentucky.

MONTCLAIR

Littlefield-Posey—Miss Alice Littlefield, daughter of Mr. and Mrs. Charles W. Littlefield, to Mr. Marshall Posey, of Orange, New Jersey.

Tener-Tupper—Miss Alice Tener to Mr. George Akin Tupper, of Boston, Massachusetts.

NEW ORLEANS

Fox-De Buys—Miss Brenda Fox, daughter of Mr. and Mrs. Crighton Beresford Fox, to Mr. Harry F. De Buys, son of Dr. Laurence De Buys and Mrs. De Buys.

PHILADELPHIA

Hays-Baugh—Mrs. Francis Baumer Hays, daughter of Mr. Jonathan Patterson Edwards, of Ardmore, Pennsylvania, to Mr. Arthur Primrose Baugh, junior, son of the late Arthur Primrose Baugh and Mrs. Baugh, of Rosemont, Pennsylvania.

Hutchinson-Baird—Miss Frances Stotesbury Hutchinson, daughter of Mr. and Mrs. Sydney Emilen Hutchinson, to Mr. Charles H. Baird, son of the late Mr. and Mrs. William J. Baird.

Mitchell-Stanner—Miss Phyllis L. Mitchell, daughter of Mrs. Edmund Cooper Hoyt, of Philadelphia, Pennsylvania, to Mr. Robert W. Stanner, of Washington, D. C.

SAINT LOUIS

Brashear-Knapp—Miss Katherine Brashear, daughter of Mr. and Mrs. Albert Russ Brashear, to Mr. Harry G. Knapp, son of the late Mr. and Mrs. Harry G. Knapp.

SPRINGFIELD, MASSACHUSETTS

MacDuffie-Bragdon—Miss Elspeth MacDuffie, daughter of Dr. John MacDuffie and Mrs. MacDuffie, to Mr. Marshall H. Bragdon, of Northport, Long Island.

(Continued on page 117)



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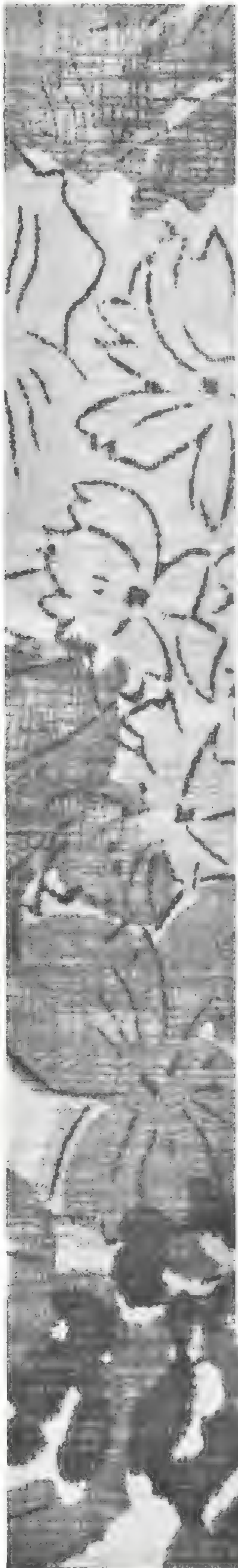
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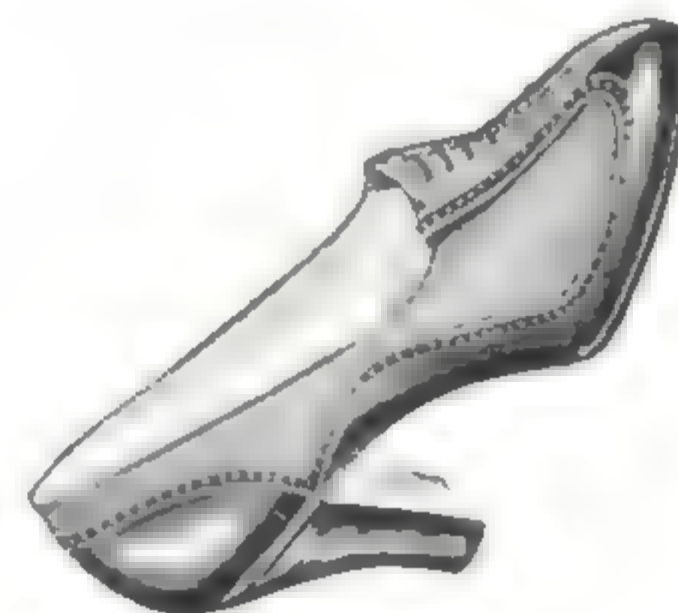
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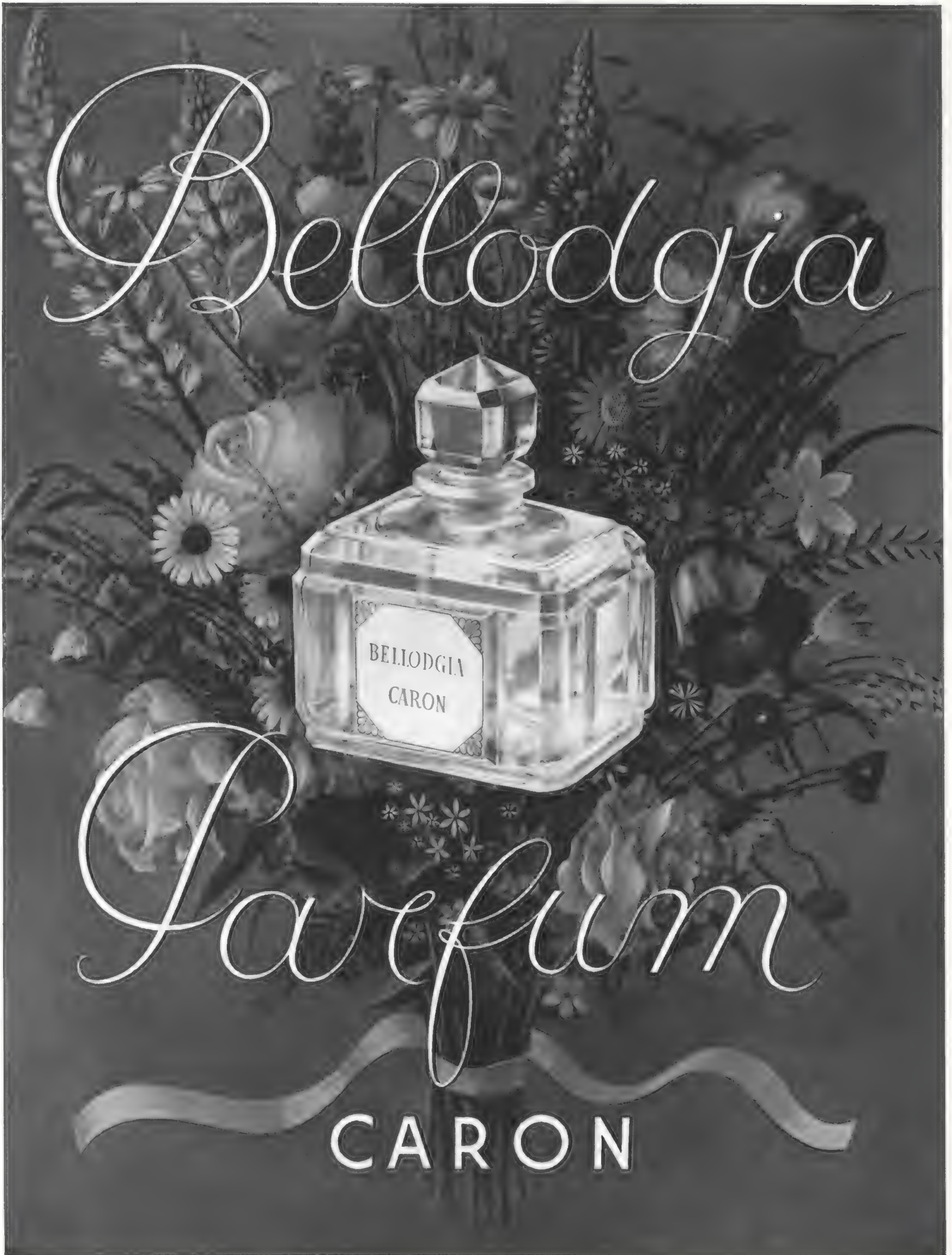
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THE DIONYSIAN COVER OF THIS ISSUE, BY VERTÈS, IS TYPICAL OF THE FASHION EBULLIENCE OF THIS PARTICULAR SPRING—AN EBULLIENCE LARGELY EXPRESSED IN RIOTS OF FLOWERS. FLOWERS ON HATS, FLOWERS IN PRINT, FLOWERS IN THE HAIR, AT THE DÉCOLLETAGE, AT THE WAIST, ON THE TAILORED LAPEL—EVERYWHERE. THERE IS EVIDENCE OF THIS FLORAL MANIA ON PAGES 58, 59, 76, AND 77; AND IN ANY GATHERING OF LOVELY WOMEN!

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ALISON SETTLE-EDITOR OF BRITISH VOGUE - MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE-EDITOR-IN-CHIEF OF THE THREE VOGUES



A black and white advertisement for Bellodgia Parfums Caron. The central focus is a clear, octagonal glass perfume bottle with a faceted stopper. The bottle's label reads "BELLIODGIA" and "CARON". It is surrounded by a dense, artistic arrangement of various flowers, including roses and daisies, and leafy branches. The word "Bellodgia" is written in a large, elegant, cursive script across the top, while "Parfums" is written in a similar script across the bottom. Below "Parfums", the word "CARON" is printed in a bold, sans-serif, all-caps font. A decorative wavy line separates "Parfums" from "CARON".

Bellodgia

Parfums

CARON



CECIL BEATON

Vogue's

EYE VIEW

OF THE MODE

NEW young grass, spreading like green flame over the earth. New young things sitting on it, digging it up, absorbed as puppies in a bone. Starched white skirts, crackling cleanly as the nurses move about, bend over their charges. Pale warm sun on pale-spun hair. Small white buckskin boots, square-toed, irrelevant, perishable. Such is spring—in age and in weather. A phenomenon of youth.

There is a lot about youth in this issue; about toddling infants and children in their 'teens and college girls and débutantes. About their lives and their clothes and their faces and their fortunes. And while we were thinking and writing about them, we found out an interesting fact. The younger they got, the more careful we got. The more careful about what we said and advised and dressed them in.

For fashion and the psychology of fashion is thought by most people to be a very sophisticated thing. Smartness has long been a prerogative of grown-ups—like cocktails and orchids and first-nights. Until very lately, it was considered bad taste, if not downright immorality, to speak of a “smart” child. A child was a product of nature, and so to be cherished. If your infants had very straight hair and an oily skin, it was too bad; but to change them was worse. Your job was to keep them clean and dress them neatly. Anything more was theatrical.

To a certain extent we agree. We loathe fussed-over children—stage children with corkscrew curls and a mincing air. But they are not smart. When we speak of a smart child, we mean a simple child. And here again the younger the person, the harder it is to clothe him simply.

As far as themselves are concerned, we see nothing immoral in aiding nature where nature has slipped a cog. Some children look charming in poker-straight hair; others merely wan. On some adolescents, heavy eyebrows add character; on others, sullenness. It's basically a question of aesthetics. A woman gives enormous joy merely by being lovely. And whatever builds towards beauty, no matter how early, is all to the good.



MADemoiselle MONIQUE SOULAS' DÉBUT: THERE'S NO CUTTING IN WHEN A FRENCH GIRL COMES OUT

SCHALL, PARIS

Coming out in Paris

THEIR pictures are never plastered over the society pages. Their fathers practically have apoplexy when their daughters' names appear in print. (The snap-shots on these pages, showing the débuts of two of the crop—Mademoiselle Monique Soulas and Mademoiselle Maria de Yturbe—shatter all precedents.) Their families don't squander a fortune in launching them. Better to put the francs in the *dot*. They come out—these French débutantes—quietly at a little “*Bal*,” or still littler dinner, under the patriarchal roof (or a relative's, in case the family is in mourning, which it practically always is).

They get in the Negro jazz orchestra from Florence's (they admit that no French orchestra knows a thing about jazz); order nice flowers and nicer food; and check over the guest list with a sharp pencil—and still sharper tongue. Crashing a party is unheard of. A crush of people unspeakable. Cutting-in an affront. A belle isn't measured by the frequency of “cuts” in her dancing—not in France. And if a young man gets stuck with a dud, he grins and bears it—politely, too.

Their first year out is definitely not the giddy, pampered, petted whirl of a spoiled American darling. No unmarried girl—whether she's out one year or five—even sees the inside of a night-club. Risking her life shooting big game in Africa would be safe compared to putting a foot in the Bal Tabarin. Some one might misconstrue and throw mud—a pastime nimbly practised. She might go with her father to the wickedest play in Paris, but to be seen dining with a young man, or even in a foursome of her own age, at a highly respectable restaurant—no, a thousand times no. Monique Soulas's party stayed at the house until seven in the morning—then wound up at eight o'clock mass at Chaillot, with breakfast afterward under heavy parental guardianship.

A good marriage is still their high purpose in life. After all, of what woman is that not true? About sixty per cent. still accept docilely an “arranged” marriage, but—times are improving—about forty per cent. marry, if not for love, by mutual choice. They aren't intensely concerned over careers. They face the facts straight—careers are only fill-ins. If they have any furtive dreams of going on the stage or into the movies, they might as well commit hara-kiri as mention them aloud. If they're terribly defiant and rebellious—or maddeningly broke—they might get a job, providing that family resistance can be



MLLE. PORGÈS, CURRENT BELLE, WITH PRINCE TROUBETZKOY

broken down. But usually, a formidable die-hard of a father, who thought “Trade” was beneath him, puts his foot down flatly on that score.

They sigh with envy over the freedom of American girls. American girls' colleges sound to them like blissful institutions of escape—after the convents of Sacré-Cœur, Les Oiseaux, or Les Sœurs Séculaires, where they've been interred. They are not overly fond of American girls *per se*—too many have crossed the ocean and snatched their eligible young men from under their noses to admit of warm affection. But they are open and avowed in their admiration for American movies, phonograph records, stockings, cosmetics, Hepburn, and American men. Stacked up alongside their short-statured home boys, lanky Americans tower in a glamorous blur.

What do they do with themselves? They walk in the morning—all meeting around twelve on the avenue des Acacias. Home again for lunch—distressingly. They go to the movies in the afternoon. Or drive. Occasionally with a young man, though in some quarters, this is still considered fast. They hate bridge. They'll have a surfeit of that, later on, when it's their turn to chaperon. Tea at Sirdar's, or Sherry's, or Rumpelmayer's. Or out to the Aubercy outdoor gymnastic place at Neuilly for rigorous physical work-outs.

They go in heavily for sports—now. And they're not dubs or dabblers at it, either. Princesse Marguerite de Caraman-Chimay is M.F.H. for the “Boisgelin” pack—the only French girl known to have that title. Daisy d'Harcourt is the expert *fusil* (shot) of the young crowd. Mademoiselle Tollon and Monique Pétin are practically golf champions. Jacqueline Pouquet is a remarkable ice-hockey player—playing with the “Droit au but” team that beat the English “London Lambs.” Jeanne Marie La Caze takes high jumping prizes at Mégève, and the little fifteen-year-old Hasellbach girl is a winner at the Horse Shows. Carmen Corcuera could outstrip any Nordic girl at golf, swimming, skiing, shooting, hunting, and swimming. They



MLLE. MARIA DE YTURBE, HONOURED DEB



ON S'AMUSE



A TRIO "SITS" OUT

are crack tennis players. They drive their own cars, and are dreaming of piloting their own planes. Their bodies already are perceptibly changing into the slim, superbly controlled ideals of American débutantes.

For the first time in history, they now have a club—corresponding to the Junior League—the first club to exist in France for unmarried girls. It's called "La Jeune Fille de France," and is a branch of the Feminine Club of Arts and Letters, headed by the Comtesse Jean de Pange, formerly Princesse de Broglie. The young twenty-year-old Princesse Beatrice de Broglie is its first president. Princesse Claude de Bauffremont, Mademoiselle d'Ormesson, Princesse Marie-Odet and Princesse Hélène de Polignac, Eliane d'Audiffret Pasquier, and Odile de Lénoncourt belong. Thus under the holy name of arts, letters, and charity—French debs are now allowed wider activities.

Some of the girls delve into politics. For the royalist cause of the Action Française and the Croix de Feu, they go around buttonholing their young men acquaintances to join up. Yolande de Luynes, Diane de Castelbajac, Edwidge de Mun, Elizabeth de Montesquieu, and Odile de Lénoncourt for the Action Française; Jacqueline de Lubersac, Françoise Verdé-Delisle, and Christiane Labouchère for the Croix de Feu. And any one overhearing Odile de Lénoncourt talking with Daudet or Maurras would have no small respect for the brains of these younger girls.

They're not ashamed to be intelligent. They have a derisive scorn for dumb-bells. They don't think brains hamper a débutante. Unlike most of their American counterparts, they're at home in several languages, recognize a Derain from a Chirico, have other adjectives than "divine" for a score of music, and don't try to navigate all conversational shoals with a "line."

They don't think it is unmitigatedly stuffy to go to lectures, and they pack the houses when Princess Murat, André Maurois, Father Samson, or Francis de Croisset speaks. They aren't above improving their minds on art at the Cours de l'Ecole du Louvre, or on economics at "Les Sciences Politiques." To be sure, many a course is a mere pretext to escape parental vigilance for the day, and many a girl off for the Sorbonne in the morning gets no farther than the Café d'Harcourt on the "Boul' Mich'"—in the student quarter—where her crowd is waiting.

A few write. Marie de Castries has published several amusing "Contes de Fées," even designing the book-covers herself. Mademoiselle de Manziarly composes music. Jacqueline de Wendel traipses with her mother out to their mines in the Saar—spreading cheer and charity to the miners' wives and children. Several put in half-days at the Hospital de la Croix Rouge, place des Peupliers, learning the rudiments of first aid under the surveillance of white-haired, seventy-eight-year-old Mademoiselle Genin, who scrubs off all their nail varnish, mascara, and lipstick (Continued on page 126)



MLLE. MONIQUE SOULAS

THE GROANING BOARD AT MLLE. DE YTURBE'S PARTY



SCHALL, PARIS

CHAPERON LINE-UP; THREE FRENCH MOTHERS APPRAISE THE DÉBUTANTES



MADEMOISELLE PORGÈS, SURROUNDED



STAIRWAY FLIRTATION



STAGS AT EASE

Visors

- Reboux's current caprice in evening hats—a black silk tennis visor, with vulture feathers careening backwards; Bergdorf Goodman.
- Louiseboulanger's crêpe dress and cape
- Or Reboux's visor made completely of pale, mauvy-pink flowers plastered flat (from Milgrim), seen in company with Louiseboulanger's dress of blue-and-white rayon crêpe





CECIL BEATON

Shades of Seurat and "La Grande Jatte." Shade of the 'Eighties, with bustle and bouquet. Vision of spring 1935—with Mary Taylor in a turban made of blue hyacinths and one red rose, and a grey Vionnet dress with green belt and buttons—with a parasol as a romantic climax. The hat and dress are from Bergdorf Goodman

From-From



MODELS FROM WANAMAKER

COOL IN TOWN

Molyneux sends you straight through the summer, triumphantly cool and chic, in the spotted black-and-white silk crêpe ensemble at the far left, pointed up with an enormous white straw hat with two flower head-lights on its crown

Reboux claps a minute crown of black satin on your head; then plunges one of his brand-new visor brims of black straw far down over one eye to make the spirited hat for summer days that's sketched at the lower left, opposite page

Marie-Alphonsine's white toya straw hat, filling the foreground, opposite, puts a foot-wide brim between you and the sun. The baby-sized crown (watch these crowns!) is swathed round with pale blue, red, and purple silk crêpe streamers

Even white heat-waves can't wilt the crisp freshness of this black-and-white printed silk ensemble for town (right). It's cut with the new dragged-up-in-front skirt and worn with Suzy's white straw Breton sailor, trimmed with patent leather

Masterly draping gives the pale grège crêpe ensemble at the right the cool, serene look you want for sizzling afternoons in town. And the oval-shaped jacket is very smart. The natural coloured Milan straw hat has a shirred taffeta crown



MODELS FROM BENDEL



SUMMER FURS

- You may have put your heavy furs into storage with a sigh of relief, but don't think for a moment that your fur days are over. Before long, if you're lucky, you'll be leaning on the rail of a liner being blown by the cool night breeze; or breathing the keen crystalline air of Maine or the Adirondacks or the Northwest; or shivering a bit in the noble and unheated homes of northern Europe. Whatever you do, there'll be any number of reasons for having a fur cape or neck-piece to throw over your shoulders
- REVILLON has the charming white ermine cape at the top, fastened high at the neck with two silver fox skins
- JAECKEL'S grey ermine cape (small circle) buttons softly
- JAY-THORPE has the demure mink cape at the left, reaching just to the elbows and rippling as to its collar

• Summer furs belong not only in the breezes of mountain and sea. There are city moments in spring and summer when the heavens turn freakish and you find yourself trembling in your thin print dress

• JAECKEL has the pluperfect answer to chilly spring days, in the handsome sables at the left, born to be grandly flung about the shoulders. Under them is a two-piece brown-and-white silk crêpe dress in a geometric print, with a white piqué collar; Rose Amado. The off-the-face hat is of brown straw; Jay-Thorpe

• SAKS-FIFTH AVENUE suggests the hip-length evening cape below—of miraculously and diagonally cut baum-marten. You could wear it with equal success with daytime dresses or with evening gowns. The jewels on these pages are from T. Azeez



STEICHEN

TONI FRISSELL



THE FACE AT THE WINDOW



FAMILIAR SIGHT

RAIN REGALIA



ELIZABETHAN CAMPUS:



A BIRD LOOKS AT THE CAMPUS

AERO SERVICE CORPORATION



LATE FOR CLASS (BUT NOT WORRIED)



TONI FRISSELL

SUNNING—AND POSSIBLY STUDYING—IN THE CLOISTERS

BRYN MAWR

(EDITOR'S NOTE: This is the first of a series of impressions of the leading women's colleges in America.)

How It Looks: The background is Elizabethan. Grey, crenelated towers smothered in green ivy. Wide, gentle-angled stretches of green lawn. Great spreading trees. A sense of remoteness from worldly trivia. A sense of pounding and irrepressible life, bounded physically by the broad square of the campus, entirely sufficient unto itself.

Taylor Hall, where most of the classes are held, and Merion Hall, the oldest dormitory, still bear traces of that unyielding grimness associated with the first brave women who were godless enough to seek an education for themselves. They seem to say, "No nonsense now!" In Taylor Hall, white Greco-Roman busts frown sightlessly down corridors panelled with golden oak. And there are no "feminine touches" to take the eye off the blackboard, the lantern screen, or the features of the professor. Not even goldfish to help the mind wander from the subject at hand (a godsend in school life, if we remember correctly).

But the other buildings—Pembroke and Rockefeller Halls, the library with its cloisters—all these have beauty and charm and gracious tradition. And, once you step into the dormitories, you find femininity rampant. Nowhere is the nest-building instinct of woman keener.

The rooms are small, dizzy with chintzes, and amiably cluttered with mascots, animals, books, hoops and lanterns (more of which anon), dolls, photos of father, cushions, and all the paraphernalia that girls bring with them into maturity. The college supplies only the necessities of cot, book-shelves, chairs. The rest is the student's taste. The usual layout consists of a sitting-room flanked by two tiny bedrooms. The dining-halls, also modelled after the old English colleges, are lofty and high-windowed, with long refectory tables and straight-backed chairs. Each dormitory has near its entrance what is known as a "show-case"—an exposed sort of foyer furnished with forbidding Victorian benches, where the unfortunate youth must wait for the girl he calls for. Needless to say, he must pass the inspection of the entire dormitory during his wait—a gruelling experience.

One of the oldest buildings is the science building, a reason why Bryn Mawr, possessor of one of the most advanced science departments in the country, needs funds. In yellow-walled rooms equipped originally with little else than Bunsen burners, the embryo scientists of the college bend over microscopes. Acid fumes envelop them, bottles of pickled animal forms surround them. Their faces are keen, thoughtful, intent. (Continued on page 112)



Beata



THE homes of distinguished women are following their fashions. Brilliant colours, luscious materials, exotic or eighteenth-century or classic contours—these are the order of the most successful French interiors

- Opposite page: Lady Mendl—in a Mainbocher dress—sits in the circular hall of her eighteenth-century Paris house, on a satin bench. The boiserie background is classical, and flowers bloom everywhere. (This dress has been imported by Bendel)

- Above: The atmosphere of the drawing-room in the Neuilly house of the Hon. Mrs. Reginald Fellowes seems especially created for her and her daughter, the Comtesse A. de Castéja, to wear their neo-Oriental Schiaparelli gowns. (Saks-Fifth Avenue has these gowns.) A large expanse of mirror reflects the trees in the garden, a decorative Buddha broods mysteriously at the right. The whole composition of the room, with its framing drapery, suggests a precious miniature. (L. Süe is the architect)

*Living
in Paris*



Above: Madame José-Maria Sert, wife of the famous painter, sits in a Chanel dress on a banquette in her self-decorated home on the Left Bank, distinguished by "Sert" tones and spot-light lighting

- Madame Alfred Fabre-Luce (left) looks tiny in spite of her voluminous Rochas dress, on this huge satin sofa, sign of the new craze for tufted seats. Her Paris home was decorated by Serge Roche and Grazia
- Comtesse Jean de Polignac (opposite page) sits on a satin seat in a Lanvin tea-gown. The walls are of crepi, the old silver amphoræ are Portuguese, the room indirectly lighted. Süe, architect, and Gonse achieved this





HORST



• There are no heels at all on the evening slippers above. Nor stockings on the legs. The satin Turkish slippers with their pointed toes are from Barnovi; the Arabian sandals of gold kid, strapped on, from Greco—both in Paris

• Note those sheer blue stockings worn with the toeless and backless antelope sandals at the upper right. The stockings are from La Manufacture du Bas de Soie. The Paul Bernard shoes are imported by Bergdorf Goodman

• Ten feet of new coloured stockings and shoes! They are, left to right: Selfix burgundy wool stockings; Bentivegna's antelope shoes imported by Bergdorf Goodman. Gerard Fortier's natural flax stockings gripped with Lastex; Greco kid shoes. Three pairs of Selfix ribbed stockings, gripped with Lastex, worn with Bentivegna, Georgette, and R. R. Bunting shoes

THIS is truly a revolution. For immemorial years, we have gone on placidly wearing beige and flesh coloured stockings from morn to midnight. Aside from very subtle minor changes in the gradation of these tones, stockings were the one constant factor in the mad variables of fashion. You didn't worry much about them. You went to a shop, asked for a good sheer brand, and said "Sun Tan" or "Pixie" or "Airglow," according to the fantasy of the manufacturer's hired christener.

Now we forecast a new mode: Stockings have rebelled at last against this regimentation. In France, they've burst into colour. In the country, blue, green, even deep red stockings will stride across the links or down the road. In town, the sheerest of navy-blue legs will trot along the pavements.

Next to this flabbergasting colour coup, the news in these country stockings is twofold: first, all but one of the five pairs below are gripped just under the knee by a Lastex band; second, they are ribbed like men's socks.

This new stocking palette makes any number of fascinating shoe-stockings combinations. The leg emerges now, not merely as a neat extremity, but as a perfectly legitimate field for invention and individual artistry.

Look at those burgundy-red wool stockings at the lower left, for instance. For the first time in ages, the dark grey antelope shoe looks smart—worn with either red, blue, or green stockings and a grey flannel suit.

More news is the natural coloured flax stocking, second from the right—perfect with any brown sports outfit in the world.

Brown calf or navy-blue-and-white sports shoes are doubly dashing with navy-blue lisle stockings like the third pair below. They're a good conservative initiation for the timid into this pedal colour field!

As a matter of fact, the green stockings shouldn't frighten anybody either. As you can see, they're not a poisonous acid-green, but a soft mossy shade, admirable with brown shoes and brown costumes.

The secret of wearing these new coloured stockings is not to let the idea run away with you; and to plan the attendant clothes with even more care than usual. The more colour you put on your legs, the less you should wear in your dress. Keep the scheme simple and the contrasts few. Otherwise you'll look like a walking carousel. But if you heed these words of warning, you'll get a lot of fun out of this new licence in legs!



STOCKINGS JOIN THE COLOURS



THROUGH THE LOOKING-GLASS: MRS. FAIRFAX AYRES' VICTORIAN HOUSE IN SPRINGFIELD

NYHOLM



SATIN MAGNIFICENCE IN THE DRAWING-ROOM

Full Flavour

CLASSIC façade. Victorian rooms. Empire, Chinese, Regency, eighteenth-century pieces. Out of all this, Bruce Buttfeld has made the Massachusetts home of Mrs. Fairfax Ayres a livable gem of a house. It was built in the Greek Revival era around 1820, and the portico of white columns from ground to roof still stands.

Even after it was drastically remodelled in 1860, the windows changed, and ornate mahogany and walnut ceilings installed, that strong earlier quality still prevailed.

Because Mrs. Ayres loved Victorian things and because the interior of the house suggested them, Mr. Buttfeld concentrated on the Victorian theme. But the personality of the owner is so evident, and the reflections of her life and interests so varied, that the house escapes all "decorator-ish" stigma. It is a rich, warm, and living whole.

From her Manila and Buenos Aires houses came the Chinese and Regency pieces. From all over the world came the dolls and laces and fans that bring frivolous colour. Mrs. Ayres' own bedroom and sitting-room have old French *boiserie*. In the basement are a contemporary bar and game-room; and a completely Chinese lounge with exquisite lacquered doorways and furniture. And on the first floor—startlingly—is a supper room bright with Swiss furniture.

When Mr. Buttfeld started to work on this amazing house, the first task was to build an addition to the kitchen, a garage, and servants' rooms. Then began the more romantic search for special mantels. The drawing-room mantel was unearthed in down-town New York. It's a magnificent affair of white marble with Greek caryatids and carved flowers that cry aloud "Victorian!" (Continued on page 104)



Directly above is a corner of the guest-room in Mrs. Fairfax Ayres' charming Victorian house in Springfield, Massachusetts. Red and rose cords that end in heavy tassels are swung in loops against the white walls of this room, and the ceiling is tinted in the same rose tone as the cords

The dining-room (right) was planned to have a heavy Victorian flavour. The high-backed chairs are tufted with deep red satin; the chandelier is adorned with bunches of green glass grapes and gilt bronze leaves. The draperies are of heavy crimson satin, the walls in deep red and tan

In the music-room (opposite), painted glass panels are set in the black lacquered cast-iron mantel, against a wall of fuchsia coloured foil. The draperies and upholstery are of turquoise-blue damask, combined with pale fuchsia satin, and the furniture is black lacquer with mother-of-pearl





NYHOLM

A trio of rich tones distinguishes the music-room



Spotted or plain black
taffeta lures a black velveteen
cape; Bonwit-Teller; Ransohoffs

Glazed chintz,
big flora,
huge moiré sash;
Genvais; Ransohoffs

Brown tulle cape
sprinkled with flowers
over a yellow dress.
Lord and Taylor; Ransohoffs

Summer Weapons

White piqué jacket, black
crêpe dress, piqué neck-line;
and sailor hat; Jay-Thorpe



Big white toya straw
with blue iris wreath;
Sally Victor



Pale blue
linen jacket and jabot;
navy-blue wool skirt;
Saks-Fifth Avenue; Ranschoffs



Real flowers on
two hats from
Sally Victor.
Above; marigolds on
rough white straw.

Left; poppies on blue
straw, worn with
a jacket-dress
with twin bows,
from Best



STEICHEN

Lady Warwick

• Lady Warwick, youthful possessor of an ancient name, is one of the several smart British society women to whom New York is becoming a habit—a perennial port of call in their itineraries. In the photograph at the left, this vivacious visitor is wearing an emerald-green dress of crisp, floating marquantza, dramatically accented with wax-white calla-lilies bunched on the bosom. The shorter-in-front skirt is turned up in a modern version of the old-fashioned dust ruffle. The jewels are from Black, Starr and Frost-Gorham; the Regency couch from the Hampton Shops

DRESS (OPPOSITE) FROM JAY-THORPE

• Mrs. James Thornton, who was Miss Elena de Mumm, gives a very spirited grace to the misty-blue lace evening dress that she wears in the photograph at the right. The brief puffed sleeves meet high at the back of the neck over a low-cut décolletage, and rows and rows of shirring just below the waist-line in back are released into a bustle-like cascade of lace. With this frock, Mrs. Thornton wears Palter Deliso's pale blue satin sandals with half-inch heels and narrow pipings of gold and silver kid. The curved bench in the background is from Richard Sandfort

DRESS FROM MILGRIM; I. MAGNIN



Mrs. James Thornton



Top Form in Country Clothes

- Men's-wear wool in beige, cut with a severity that's chic for country or town, makes the first suit. The unlined coat is buttoned over a rust taffeta blouse; Rose Amado. Rust felt hat; Jean King
- Green-and-white checks, keen as country air, are used for the jacket and cape of this Daventree cotton tweed suit (centre); green skirt; Peck and Peck. Natural straw hat; Jean King
- A hand-knitted suit is practically a country uniform. This one of knitted bouclé (right) swings a red-and-blue jacket over a blue skirt and blouse; Mrs. Farley. Linen fabric hat; Janet Rose
- The racing lady (opposite page) wears a new combination for country—dark blue herring-bone linen with a pink organdie blouse; Mrs. Franklin. Blue straw hat; Janet-Fifth Avenue
- A dusty-pink cashmere jersey blouse (far right) is sporting with a blue jersey skirt, and the monogram on the collar gives a fresh fillip; Mrs. Franklin. Blue straw hat; Janet-Fifth Avenue



PERK UP YOUR HOUSE

• **SPRING FRIVOLITY:** This year, finding new things to freshen the house is as much fun as buying new hats and dresses. There is a sophisticated gaiety, a feminine, gay 'Nineties glow about the new gadgets and decorations. The colours of the furniture, the designs of the fabrics and wall-papers, the texture of the trimmings, and the sparkling crystal accessories all have an airy freshness about them that tempts you to sweep to the winds everything you have ever used before and to start entirely anew.

• **WIRE-WORK** couldn't be a better beginning. At the top of this page, we show hanging wire shelves (1) for the terrace or garden wall, in the new dusty-pink shades that are blooming everywhere this spring; Arden Studios.

• The white wire basket (2), filled with hyacinths, wraps around the handle of the umbrella on your outdoor luncheon table. From Colwell.

• **OUTDOOR FURNITURE:** Colwell has several other exciting ideas about garden furniture. The iron bench (3) with a shell and sea-horse design, at the left, is an example of iron-work that is sophisticated enough to be used in the foyer of a town apartment. This bench is painted an iridescent coral, and the table beside it is of wire, with a glass top. Another Colwell brain-child is a large, portable sunshade (really a cross between a parasol and an awning), so wide and long that it can be tilted to shade the side of a house, a swimming pool, or a tennis-court. The canvas top (in any colour that you wish) is attached to an ironwork frame mounted on wheels.

• The newest colours in porch furniture are the lovely, dusty-pink shades of old-fash-



ioned garden flowers, pale turquoise-blue, chartreuse-yellow and green, grey, and brilliant Chinese vermilion combined with white iron or the new aluminum that is treated to resemble old pewter. You can see an example of this paint-and-pewter alliance in the iron garden set (4) at the bottom of the opposite page. Pewter fighting cocks are silhouetted against vermilion-painted ironwork to make the backs of the chair and settee. The table top is of black glass, and you can get this set at the Arden Studios. The Arden Studios, incidentally, have practically everything you can think of for a garden, including bird-baths, sculpture, and a dining set of ironwork, with a daffodil design in the backs of the green-and-yellow painted chairs.

- Rena Rosenthal has the smart modern stand for fish and flowers (5) at the upper right on this page. The stand itself is of copper, with pots of sunny yellow crocus brightening the life of the goldfish.

- Also for the garden is the frivolous centre-piece just below (6). It's of glass and turquoise-blue painted wire, and good for candy and nuts, or hors-d'œuvres, as well as for fruit and flowers. From Marie Berry.

- **TABLE DECORATION:** Blown glass, like the charming pieces (7) designed by Marianna Von Allesch, directly at the right, makes the coolest of centrepieces for summer tables. The goddesses and urn are of white crystal, and the stiff little cypress-trees are of green glass. They stand on a base of silvered wood with a glass top painted white, with a stripe of silver leaf. None of these pieces is over eight inches in height. From Rena Rosenthal.

- At the lower right, you can see how effective these blown glass baubles are for a table setting (8). The same cool note they give is repeated in the grey organdie doilies embroidered in white (from Mosse), and in the clear crystal plates and glasses from Rena Rosenthal. The silver is International Sterling's "Simplicity" design.

- **AWNINGS AND SLIP-COVERS:** Awnings of canvas in plain, cool colours are extremely smart. Macy's has (Continued on page 116)



ANDERSEN



BACK TO THE FARM

LONG before Mr. Roosevelt started his back-to-the-land movement, the tired-business-man started one. It began shortly after the War, when most of us became permanently tired. The ticker moved too fast. Our bank balances changed too fast. And at night, taxis weren't fast enough to take us from one engagement to the other. No one wore just one orchid. No one said, "Let's go to a night-club." But every one said, "Let's look in at *some* night-clubs." As a vacation, the pace of Bar Harbor or Palm Beach had nothing to offer the man who, day in and day out, watched figures feverishly and played restlessly. He searched for the antidote to his city life, and found the Farm. By the time the late 'twenties came along, it was as hard to look the part of a successful business man if you had no farm as to look the part of a Follies chorus girl if you had no mink coat.

Now, the farm remains the one luxury that most of us urbanites haven't lost in the shuffle of the last few years. The plumbing isn't what it used to be. The roof needs shingling. The lawn is as tufted as a candlewick bedspread. But the farm is ours.

Some of my "farming" friends are apt to remind me that this is only because no one has been foolhardy enough to take our farms off our hands at any price. "The early settlers," however, like myself, have had time to grow sentimental. We'd miss the long row of red figures on the budget labeled "farm" considerably more than we've missed those labeled "penthouse apartment" or "nursery governess." In fact, I have noticed that "early settlers," when letting out a notch in their belts for the first time since 1929, turn immediately to ways and means of increasing the farm deficit.

I, for one, can no longer restrain the urge to "fix up" the place. Not a terrace, nor a pool, nor turning the attic into a guest-room with dormer-windows this year. But just inexpensively changing or adding a detail here and there.

Before I tell you what I have planned, let me say that I am planning for a farm which still has cows in the barn, which is checker-boarded with rambling grey walls from

which masses of poison-ivy and Virginia creeper have not yet been torn, and fields that are still unscientifically riddled with holes of woodchucks. Half a dozen cars bring out guests on Friday night to crowd the farmhouse sleeping porch and the two-room clapboard guest-house. A Finnish couple run the place, from mowing the lawn to serving the meals. And guests and numberless relations are likely to find themselves called upon to cut down an apple-tree or dam a brook into a mint pool in between sets of tennis or trips to the country club for golf.

While shopping, I have had to remember not to go Newport lest I will have a place that looks like a country girl decked out according to the fancy of her city slicker. And I have eschewed like the black plague the temptation to do a Petit Trianon act. If I must wear overalls, let them be overalls from Montgomery Ward's at sixty-nine cents the pair, not crêpe de Chine creations from the rue de la Paix. American versions of the Petit Trianon are too apt to look like a stage-setting for an Earl Carroll country post-office scene or a Hollywood backdrop for rustic passion. The things I buy, to be suitable, must be as simple as a farm and yet as modern and sophisticated as my life. On the opposite page is shown a very good farm model—a dress from Lanz of Salzburg, in Austria, made of strawberry-red peasant linen, with big silver buttons and funny tucked sleeves. Lord and Taylor has this, and it's perfect for gardening.

Even if you have one of those farms where the stables house hunters only, where pheasants are encouraged to eat the "hired-man's" planting, and where cocktails before dinner are the rule, still you must cherish simplicity if you would have the comforts and relaxation of the farmer rather than the swank and social pace of the estate owner. Therefore, the accessories for the farm with stone walls that cost \$3 a foot should be much the same as for the farm with its stone walls tumbling down for the last hundred years.

The neighbouring farmers' daughters, when called in to help out over heavy week-ends, have mangled my glass and china. And so my first expedition was to Macy's. There I discovered some Luneville china that seemed designed for the farm. It has a large flower pattern, gay and simple—as you can see in the photograph on page 128. It allows for the most heavy-handed of farmers' daughters, for it is a set that will be open until (Continued on page 128)



ANTON BRUEHL

STRAWBERRY-RED PEASANT LINEN IN A DRESS FROM LANZ OF SALZBURG, IMPORTED BY LORD AND TAYLOR



TONI FRISSELL

SEE PAGE 125 FOR DESCRIPTIONS OF BOTH DRESSES

THE MISSES ANTOINETTE AND MARY PINCHOT, FESTIVE IN FRENCH PARTY DRESSES IMPORTED BY BONWIT TELLER

This Parent Business

GO into the smartest restaurant you can think of, and look at the mothers. You'll see a roomful of gay, well-groomed, tremendously well-dressed young women. They dine and dance with an air, they give amusing parties, they get divorces when they must, they wear mad hats. They don't seem to be aware that they have any children. Nobody pins you into a corner and says, "Oh, I *must* tell you what Joanie said yesterday—" or, "My dear, I am *so* upset about Peter—"

They began to worry us, these light-hearted parents. What, we wondered pityingly, is becoming of all those poor children? It became a burning question in our minds, the most important Modern Problem. We had to find out, so we began by asking the four gayest mothers that we know what they thought about their young.

We were a little apprehensive; we expected a slight glaze to come over their eyes; we thought they might put on a little lipstick, or scrabble around in their hand-bags for a cigarette.

"Have you," we asked, in a small, apologetic voice, "any theories on upbringing? If you have, do you act on them? And what happens?"

Four voices rose suddenly, and four pairs of eyes glowed with the light of battle.

"You've got to have an absolutely rigid discipline—"

"To me, the child's individuality is terribly important—"

"Personally, I think a little healthy frustration is an excellent thing—"

"I've always felt that initiative is absolutely vital—"

And we were off—off to such a start that after asking hundreds of questions of dozens of mothers, we are still breathless from the gale of their answers.

For, far from being jauntily irresponsible about their offspring, modern mothers are the sanest, most adult and clear-minded group of people we ever talked to. They may disagree on points of lesser importance, but, on the



CECIL BEATON

MRS. ALISTAIR MACKINTOSH WITH HER DAUGHTERS, LORNA AND SHEILA

main issues, they all agree with astonishing unanimity. They agree, for example, that the time has come to call a firm halt on self-expression, an excellent thing in its way, but dangerous to life, limb, and the American home when it is carried too far. To-day, when mothers say No, they mean, mercifully, No. On the other hand, they have by no means returned to the Victorianism of their own parents, when Right was Right and Wrong was Wrong, and never the twain could meet. They have discovered, instead, a middle path, and with it a complete change of attitude.

Twenty years ago, if you had fired at a mother the question, "What do you want your children to be?," she would, in all likelihood, have said, "Good." To-day, mothers answer that question with two words, "Good companions." And there you have the secret.

The modern child must be companionable in the largest sense of the word. His parents, who have been hearing for years the words introvert, extrovert, complex and fixation, have begun to abandon the terminology and hold onto the idea behind it: To be attractive, useful, and happy, you must be adaptable, not only to situations, but to people. One notably successful mother put it like this: "Between fostering genius—or even talent—and teaching a child to live normally with normal people, the latter choice is the wiser. A real spark of genius or a genuine talent will survive."

We found, further, that to produce members of society who will live up to this aim, the majority of parents build upon these three foundations: discipline, a knowledge of the value of money, and the development of a career for daughters (since every one takes (Continued on page 124)



LITTLE MISS NANCY RYAN



MRS. ALLAN A. RYAN, JUNIOR, AND HER CHILDREN, ALLAN AND NANCY



MRS. EUAN WALLACE



MASTER BILLY WALLACE

CECIL BEATON



MRS. GROVER C. LOENING WITH HER CHILDREN, MICHAEL AND LOUISE

Spring, offspring, and mother's day in the sun

It's never too young—



ONLY THE ENDS, PLEASE

CATCH a young mother to-day in the act of gazing tenderly but cannily at her offspring, and ten to one she is not dreaming day-dreams of her son in the White House—she is regarding him as the potential most-popular-man-in-his-class. Or she is studying her little daughter in the light of a possible belle of the future. And, furthermore, she is undoubtedly doing active things to further these causes. Naturally, no sane-

mind mother thinks that it is cunning for little Annabelle at the age of four to refuse to carry her pocketbook unless there is a powder-puff in it. But every sane-minded person knows that rites instilled at tender years bear their fruits through life. And when beauty rites are founded on health and sound sense, then "it is never too young—."

For example, it is practically never too young to start your baby using cold-cream. She may not be able to reach for the Kleenex to remove it herself, but nurse can take care of that. There is no excuse for chapped skin if the cream goes on before the youngsters are wheeled forth to the park, as well as before bedtime. The druggist will mix a combination of laffar paste and Daggett and Ramsdell's cold-cream that protects small faces and knees, and even mamas may be found swiping some of this for dry elbows.

Then, hair. You can do things for your child's hair almost from the day it starts to grow, and the stories that you hear of how curly hair is induced to appear where straight hair was before sound like old wives' tales. But the curly hair is there, just the same! One of the favourite sagas is the Silk Handkerchief Act. An English nurse introduced this one. When the babies were tiny, this nurse started drying their hair after every shampoo and bath with a large silk handkerchief. The electricity engendered made beautiful ringlets—and they abound to this day. Another school is that followed by various young mothers who, upon finding their darlings' hair growing in straight, had the hair shaved close to the head, then rubbed warm olive-oil into the scalp with a light circular motion, brushed the hair up, and lo! the curls flourished.

Whatever other measures are indulged in, warm oil shampoos and regular brushing (brush up for the wavy effect) lay a permanent foundation for good hair. And as soon as children can manipulate hair-brushes, they should be taught to brush their own hair. They won't keep at it by themselves, of course, but many a mother has found herself returning to her fifty strokes a day as an impetus to urge daughter onward. There are beautiful brushes made especially for children, easy to hold and to handle, the possession of which is sufficient inspiration to start the thing off with a flourish.

The Ogilvie Sisters have instituted a "brushing bar" at Best's, where the brushing idea is fostered, as you can see in the sketch at the right. The same Ogilvie Sisters are responsible for a new stroke of genius, which brings a young person's hair- tonic to him or her with his or her own name inscribed on the label. And



CUT THEM YOUNG



DO AS MOTHER DOES



COIFFURE TRIO



THE BRUSHING BAR AT BEST'S



INTRODUCTION TO THE DENTIST

the possessive instinct is strong enough even at the age of six to feel that "my own hair-tonic" is worth using.

Of course, a prime concern for a man of any years is a good hair-cut, and more crimes are committed on a little boy's head than should be permitted by law. If you take your son to a children's hair-shop where the barbers are uniformly good, he will be treated as a gentleman and a scholar. But if you have to trust him to any haphazard barber—watch like a hawk! Stop any clippers before they can get into action, and be firm about not allowing the hair on the crown of the head to be cut too short, otherwise the hairs will stand up on end like wires. It is well to train a part early in life, so that the hair won't prove truculent when a part is important.

A little girl's hair should, needless to say, be worn very simply, and it should never be allowed to hang in her eyes or around her face. Fly-about hair is responsible for more nervous mannerisms than mothers realize. If a little girl needs curls or curled ends, probably the best way to achieve them is with rags. These don't hurt when you sleep, and make soft curls instead of kinky ones.

And now let us take a deep breath and plunge into the permanent-wave situation. The age at which a permanent wave becomes a do-or-die matter in a young life depends largely upon the associates, and any mother who permits her child a permanent in the very tender years should consider, among other things, the general havoc that she is creating. Frankly, we were shocked by the many tales of the children of four and five years who march up to the waving-machines like veterans.

If a little girl's hair is entirely straight (which is the only excuse for a permanent, as a slight wave should be tenderly cultivated), and she feels life insupportable at the age of ten without curled-up ends, the unwilling mother may be forced to give in. It is better if the permanent can be postponed until twelve. A survey in this matter was made for us at one of the smartest New York schools. More than two-thirds of the twelve-year-olds had permanent waves, and less than half of those between the ages of ten and twelve. All of these waves were in the ends only. Lest this aversion to early permanents be regarded as mere parental prejudice, let us recall that artificial waves make for both self-consciousness and more studied hair arrangements.

Too many grown-ups to-day wash their hands as they did when they were children—that is, carelessly. And a great mistake, too, because careful washing is essential in keeping any hands well groomed. Furthermore, this is one of those things that can be instilled early in life. The nurse must be sure that all the soap is really off before the hands are dried. Hand-lotion should be used after every washing as a (Continued on page 119)



SILK UNDERWEAR!

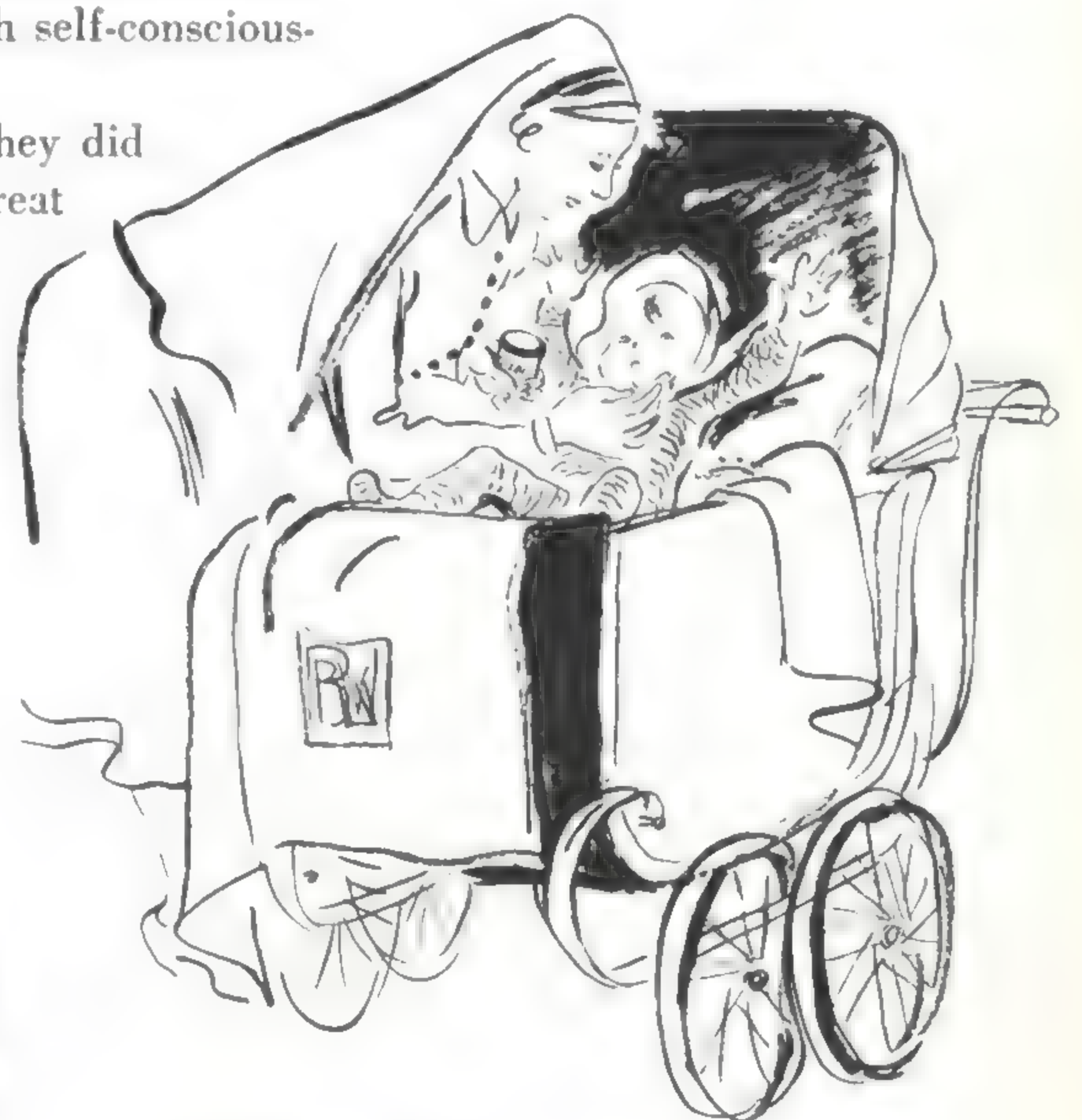


EXERCISE FOR THE BUST



SON AND HAIR

REWARD FOR GOOD NAILS



COLD-CREAM FOR BABY



CECIL BEATON

KATE GREENAWAY INSPIRATION WORN BY VIRGINIA, DAUGHTER OF MR. AND MRS. CLAUDE LEIGH, OF LONDON

School for Charm

THE average little girl has a large head, a large stomach, and a great deal of vanity. Give her a new hair-ribbon, a purse with a bright ten-cent piece, a drop of perfume on her dress, a beautifully bandaged cut finger, or anything that distinguishes her from her play-mates, and you have taken care of her vanity. But the problems of covering her anatomy are not so easily solved.

There seems to be a conspiracy against little girls when it comes to hats. Most children fail to grow up to their heads until they are in their 'teens, and the deep-crowned cloche type of hat that you see everywhere makes their heads look even bulkier than they actually are. A cloche hides a child's hair and eyes and gives a pinched look to the most apple-cheeked child. A really good hat should leave a child's face free, as does the classical rolled-brimmed felt hat, the tricorne, and the Scotch cap—or it should have a broad brim that doesn't turn down too much.

Bonnets are exceptions, for, even though they are close at the sides, they rise off the face in front. The dark blue straw bonnet shown below is a good example. It has forget-me-nots around the crown and a bow under the chin, and it is particularly becoming to little girls with long hair and a hint of quaintness. But it is definitely not a hat for the short-haired, boyish, round-faced type of child—the piqué hat with the broad, scalloped brim, beside it, belongs to her. The crown is tucked, and the brim not too stiff to flop becomingly. These piqué hats are made in white and pastel shades and are excellent for summer wear, as they can be washed.

There never has and probably never will be a better summer hat for a little girl than the large turned-up leg-horn with long streamers that we all wore when we were children—held on by elastics under our chins. You can see what I mean, up at the right. The hat sits well back on the head and enhances any childish face. The child who wears this hat has on an imported English print dress with a blue background and tiny pink rosebuds forming



SAKS-FIFTH AVENUE • BEST

squares. This dress has a full skirt and a high waist, and is an excellent example of the English imported models that are filling the shops.

The girl with her hands clasped in front has on an imported English baku straw hat with bright red poppies circling the crown. It is her near approach to her big sister's hat and fills her with pride. With this, she wears a blue lawn dress with a large, frilled organdie collar that crosses above the childish stomach and ties in a voluminous bow.

On the opposite page, Miss Virginia Leigh is holding a youthful version of the English garden-party hat in light straw with a profusion of red cherries around the crown. Her long organdie dress is picturesque without any suggestion of being a costume. The English are very good at accentuating a child's individual attraction, since they have no feeling that all children must wear the same type of clothes or be considered odd. Long, picturesque dresses are confined to flower girls in weddings in this country, but a little English girl might appear at a birthday party in one and feel perfectly at ease—and be enchanting to look at. English boys have far more choice in their dress, too; Scotch kilts, long sailor suits, and such colourful male attire being considered manly and very attractive.

Summer play clothes for children are very little of a problem, since so much of the modern child is exposed to the sun. But even sun-suits can have style and individuality, and the shops are full of alluring miniature garments. Shopping recently with an Englishwoman who lives in Paris, I realized how thoroughly American children's play clothes, bathing-suits, and sun-suits are. She couldn't buy enough tiny knitted trunks for her six-year-old boy (Best has these); or spotted sun-suits with double-breasted dressing-gowns to match (from Lord and Taylor); or plaid gingham play suits that untie on the hips and shoulders and are perfectly (Continued on page 118)



LORD AND TAYLOR • ALTMAN

The First Six Years



DRESSES AND SUIT FROM BEST

REMIE LOHSE



MODELS FROM BEST

- For the first six years, uniformity in dress spells smartness. From little brother to big sister, the three at the left are dressed in yellow linen with white collars, cuffs, and tabs piped in aquamarine
- The little girl above is in the feminine replica of her brother's suit. Both are of white piqué, with red linen squares appliquéd on the collars
- Sheer blue lawn, painstakingly faggoted by hand, is used for the angelic baby dress at the upper left, opposite page
- The taller of the young ladies banked by flowers (opposite) feels very grown-up in her white linen dress with inverted pleats that flash red when she moves. The bonnet is of white piqué
- Her playmate wears a ruffled pink lawn frock and a pink piqué hat with a blue cord on the crown; Lord and Taylor
- While concentrating on the thing in hand, this infant (lower left, opposite) wears a flowered organdie bonnet and dress
- (Far right) The frock of the older girl is of white matelassé organdie, trimmed with Valenciennes lace, her hat of light straw
- Her companion wears a dress and hat of white piqué trimmed with entre-deux



FROCK FROM MARCELLE JULIEN



HAT (LEFT) FROM JOHN-FREDERICS • BOTH DRESSES FROM LORD AND TAYLOR



TWO MODELS AT LEFT, MISS L. BROGAN • (RIGHT) MARCELLE JULIEN



VOGUE'S

*finds of the
fortnight*

- The first robin is no more exciting than your first sports dresses, whether you get them for fairway or frivolity. The Davenport linen dress, farthest left, with its contrasting silk scarf and its chic leather belt, is good in white or light shades, and especially smart in brighter colours. From Saks-Fifth Avenue; \$23
- The two-piece sports dress of Dupont's "Acele" has a peplum blouse with four spirited pockets and a white piqué bow and belt. In soft or vivid shades, printed with tiny white squares. From Martha West; \$22
- You can have the third dress on this page either of imported flax twist linen or of crinkled silk crêpe. The scarf of figured foulard silk pulls through a slit and ties in an enormous bow on your bosom. This frock is to be had in light, bright, and dark shades. Jay-Thorp; \$30



- The dashing, contrasting cape on this spectator sports frock (first, above) is a brand-new thought for this type of dress. The same shade of silk crêpe that's used for the dress lines the cape. In several of the chic new unions of pastel tones or white with deep colours. Best; \$23
- A sports wardrobe isn't true to form without a shirt-waist frock. This one (centre) is of washable Celanese, cut in the new fashion with plenty of pleats both back and front. You can get it in light shades, plain or polka-dotted, as well as in white. From De Pinna; \$17
- It swept Palm Beach—the sort of costume that's shown at the far right. The jacket is of unshrinkable imported linen, worn over a new-silhouette skirt of silk Harrow Cord (or of knitted wool fabric). Scarf and handkerchief of printed linen. Infinite number of colour combinations. Altman; \$23

In the shops —more than one hundred shops in the United States and Canada will show you these Vogue-selected models. You may buy them right in your home city; select the ones that you like best—the ones most becoming to you (turn to page 33 for this listing). If no shop in your city appears on the list, write to Vogue, 420 Lexington Avenue, New York (please enclose a stamped, addressed envelope), and we shall send you the name of a shop that is near you



SOFT, SHIRRED, AND SUMMERY

- There's no doubt about it—shirring ran riot in the spring collections. Everywhere, by night and by day, it appeared and straightway captivated! Here, in all but one of these designs for the woman who sews, this modern revival of an old fashion is high-lighted.
- FROCK No. 7021 is of floating chiffon. Designed for sizes 12 to 20; 30 to 38
- ENSEMBLE No. 377 is the type of soft costume you'll want for afternoons in town. The coat is sleeveless, so that the smocking on the puffed sleeves is shown. Of Eller-Beckley's printed crêpe. Designed for sizes 14 to 42
- FROCK No. 379 has the important new front fullness, achieved by a shirred girdle. Designed for sizes 14 to 40
- FROCK No. S-3813—Shirring scores again! Here, it's released into little wings at the neck. Of Foreman's printed silk. Designed for sizes 14 to 40
- FROCK No. S-3814—For leisurely summer dining, this frock of crisp organza is perfection. The floating skirt is fitted into a slim waist by rows of shirring. Designed for sizes 14 to 42
- FROCK No. S-3808—The scalloped up-in-front skirt and halter neck-band in one with the capelet are real news. Of C. K. Eagle's printed all silk taffeta. Designed for sizes 14 to 42



S-3814

S-3808

Shop-hound

Tips on the shop market

GRADUATION gifts aren't much of a problem, because young girls are apt to gush about practically anything you give them. Quantity is the main thing. However, I have noticed a few things that would stand out distinctively in the conglomeration of perfume bottles, lacy step-ins, diaries, miniature animals, and such that young girls seem to draw as gifts. Black, Starr and Frost-Gorham have some amusing gold keys; the small size—slightly fatter and more modern looking than the Pi Phi's wear in coeducational colleges—costs about \$5. A friend of mine wore one of the large keys (about \$35) to anchor her scarf to her dress, and the effect was so new and smart that I traced the source down. I found that these keys are made in several sizes. They are called good-luck keys, and don't forget that fetishes are one of the passions of youth.

- How about a belt for a gift? Yes, undoubtedly she has a belt, but probably not a Schaffer belt. For Schaffer belts are something special that will give her a lot of waist confidence. I saw a collection of them the other day at Bonwit Teller's, and I walked away with three that have brought forth so many inquiries that I feel like an information bureau. One belt is made of baby calfskin in a strange purply-red—one of the peasant colours that can be washed. I also got one of soft millinery straw in two shades of blue, and another of alligator with two metal ovals that clasp together. Any girl would adore the cord belt in divine colour combinations that was made for putting a final dash to a beach costume. The price range is from about \$1.50 to \$6.

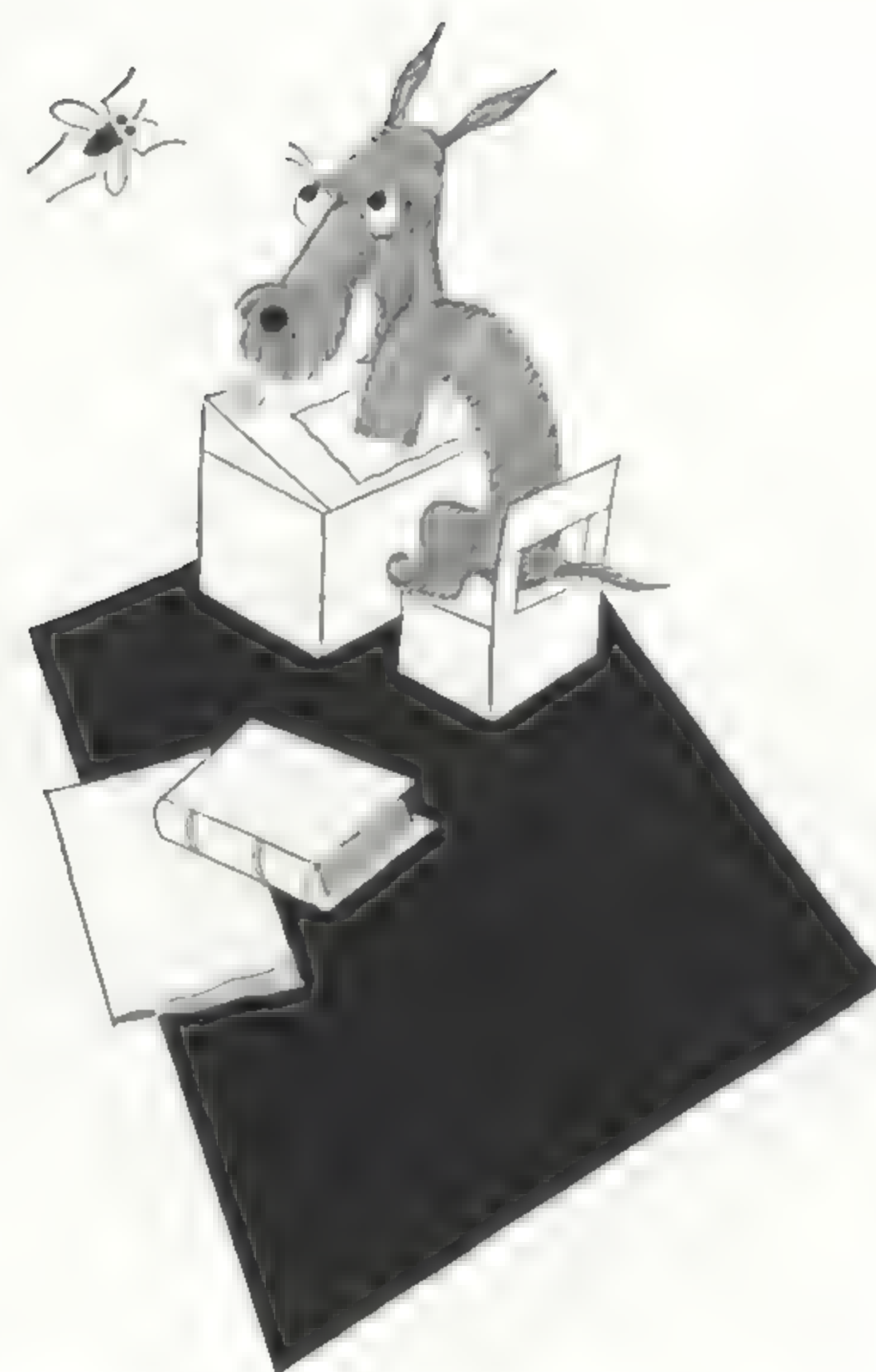
- Compacts are inevitable gifts, and nothing could be safer. A girl's popularity

- Shop-hound spends her life nosing around the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue

could almost be gauged by the number of different compacts among her presents. Lord and Taylor have a new one for loose powder, with a great big puff. The enamelled top might be engraved with her name, or those very modern Monocraft initials in silver would be effective. The rest of the compact is a soft pouch of silver paillettes. It costs only about \$2 and gives a lavish impression for that price.

- Young girls all love miniature things; witness the collections of tiny perfume bottles or small gadgets on any girl's dressing-table. I found an inspired graduation idea at the Mayhew Shop, 603 Madison Avenue, in the entrancing miniature English gardens. The flowers are made of whatever is most suitable for the particular flower in question—wax callalilies, for instance—and are grouped together in profusion, just as in an informal English garden. Some were in shells with mirror bottoms and flowers all around the edge (at about \$2.50). These gardens are made in every size and shape and price, and they are really lovely bits of colour and fine workmanship. The Mayhew Shop suggests them for tea or breakfast tray decorations, but they are my own special hand-picked choice for sweet-girl-graduate gifts.

- To get to a more sophisticated subject—I've found another one of those adroit designers who are toiling away in semi-obscurity for the sheer love of their craft. Her name is Margaret Montague, and if you know her, read on to see if you agree with my impression, and if you don't know her, take the elevator at 5 East Fifty-Fourth Street and try to find her on the fourth floor. I knocked on every door until she came to my rescue and led me by the hand through a passage into the next building. She has a small apartment with a screen in her living-room that makes a fitting-room of one corner. Miss Montague, herself, does the designing, the cutting, and the fitting single-handed. She works in slacks and a polo shirt—maybe an affectation, but undoubtedly the most comfortable and sensible costume for one who hasn't time to consider her own



vanity. Incidentally, she is Scotch. Her story is a familiar one: lived in country; income decreased with Depression; clever with her fingers; made clothes for friends; some one said "Why don't you make a few models and invite the press?" That was a year ago; now she makes individual clothes to order, and my reason for bringing all this up is that her clothes are good.

You can see that fabrics are her great passion—she snoops around for them in every possible field, including the drapery houses—and, combined with colour, they dictate her designing. However, there is nothing arts-and-craftsy about her clothes; they are well and simply cut, and she can work in black without losing her inspiration. In fact, one of the best things in her collection is a black thin crêpe dinner-suit, which is a masterpiece for dining in town on hot summer evenings. The jacket is cut all in one piece, with plenty of loose air space. (This suit costs about \$75.) She has one of the most successful Cellophane dresses that I have seen—very gleaming, in white, with a gored skirt and a lace-edged petticoat showing through (about \$85).

Tea-gowns are her favourites (look at some of them, and you will understand), but she works equally well on street clothes. I saw a very thin woollen dressmaker suit with a white satin gilet that would be perfect for the woman who insists on being really well-dressed in town in the summer. (This costs about \$75.) It seems to me that there is a crying need for the made-to-order shop that can turn out good individual clothes at a reasonable price, and Miss Montague seems to be one of the answers.

- Dress and hat designing are constantly associated with architecture and sculpture, to elevate these practical vocations to the (Continued on page 120)



helena rubinstein's
beauty sensation

**TO GUARD
AND GLORIFY
YOUR SKIN!**

beautifies **SUNPROOF CREAM** protects

JUST one year ago Helena Rubinstein created Sunproof Cream—to free you from the skin-blight of sun and drying wind. An international success in its first few weeks. And now a recognized daily beauty necessity!

Face the sun's bright light proudly—your skin glorified and beautified with Sunproof Cream. This cream satinizes—actually transforms. Also a two-fold protection. For it neutralizes the actinic rays which freckle, burn and age complexions. And it cools, soothes and heals sunburn and windburn quickly. Moreover, it is a glamorous make-up foundation—makes powder doubly lasting and alluring.

Try a single bottle of Sunproof Cream now. Use it not only on your face—but on legs, arms and back as well. See how it flatters and protects every inch of your skin! 1.00. Special strength, 2.00.

If You Insist Upon Tan This Summer

If you wish to be tan, get a golden tan, a smart and lovely tan, by using Helena Rubinstein's Sunburn Oil. Of all the various oils to help you tan, you naturally expect the finest and safest from her. And you get exactly that in her marvelous Sunburn Oil. 1.00. Special strength, 2.00.

Banish Dullness And Those First Freckles

You can clear away all dullness, drabness, tan and freckles with Skin Clearing Cream (Beautifying Skinfood). Use it to brighten, freshen and restore ivory-clear youth to your skin. Follow daily with Sunproof Cream to protect this beauty. Skin Clearing Cream is 1.00, 2.50.

Visit a Helena Rubinstein Salon

The priceless gift of Helena Rubinstein's advice is yours without charge or obligation. She asks that you visit any of her Salons—for personal consultation regarding your intimate beauty problems. If you are not already familiar with her famed scientific Salon treatments, inquire about them. Fees are moderate, results amazing!

Helena Rubinstein Preparations are available at her Salons and at all smart stores, where specially trained assistants will advise you on your home beauty care.

helena rubinstein

8 East 57th Street, New York

**SALONS IN: Paris • London • Milan • Detroit • Chicago
Boston • New York • Seattle • Los Angeles
Montreal • Toronto**

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h. r.

Experience a new thrill in facial cleansing. In all the world there is nothing like HERBAL CLEANSING CREAM. Does glorious things to your skin. Brings radiant bloom instantly. 1.50 to 7.50.

h. r.

Nourish your skin tissues and see soft, young beauty return. For dry skin, lines, wrinkles and crows'-feet, YOUTHIFYING TISSUE CREAM is all its name implies, and more! A necessity for all skins. 2.00, 3.50.

h. r.

The make-up news of the year is "Terra Cotta." It is Helena Rubinstein's new natural shade—and it's charged with dangerous allure! TERRA COTTA LIPSTICK . . . that gives your lips lustre. Ultra-smart new containers! 1.00, 1.25. And there's TERRA COTTA POWDER and ROUGE, too!

h. r.

All cosmetics by Helena Rubinstein play a dual role. In addition to their rare loveliness, they actually benefit your skin. For instance, her ROUGES. Dramatic shades to harmonize with lipsticks—quite superior to any you have ever used. 1.00 to 5.00.

h. r.

POWDERS specialized to your particular skin type—dry, normal, oily. Far finer, more clinging—an invisible veil of cool flattery for your skin. Smart, becoming shades add subtle distinction. 1.00, 1.50, 3.00, 5.50.

h. r.

Your eyes gain depth and mystery when you apply PERSIAN MASCARA. Yet not that hard "made-up" look. For Persian Mascara is lovelier. Cannot smart—nor easily run. New shades are Blue and Blue-Green, 1.00, 1.50 . . . EYELASH GROWER AND DARKENER, 1.00. . . HERBAL EYE TISSUE OIL—new! Marvelous for squint lines! Gives a chic youthful gleam to eyelids. 1.25.

h. r.

ENCHANTE BATH ESSENCE—a soothing, invigorating bath delight—with a haunting fragrance. 2.00, 3.50. And BATH POWDER, a revelation in powder luxury, 1.50 . . . ENCHANTE EAU DE COLOGNE, the Parisian triumph—more exhilarating, pungent, lingering. 1.50, 2.00 . . . WATER LILY DEODORANT TALC, dainty necessity. 1.00.

Are your **LIPS** *out of Style?*



MAYBE YOU HAVE NOTICED IT, TOO... IN THIS YEAR'S EASTER PARADE NATURALNESS SEEMED TO BE THE VOGUE IN LIPSTICKS*

Debutantes, dowagers, nonchalant escorts in cutaways and top-hats... and crowds thronged the sidewalks to catch a glimpse of the newest fashions in Fifth Avenue's famous Easter Parade...

What did they wear? Hats with perky brims, some off-the-face. Tweeds. Redingotes. Capes in fur or wool. All irresistibly feminine! But here's the real fashion flash. The trend is definitely toward naturalness. There seems to be a change in make-up. The lips of the smartest women were softly subdued... rosy and natural in color. It looks like bright red lips are on the way out!

It's hard to say exactly how this new style started. Palm Beach, no doubt, played a part in it. And every year more women have been finding out about

Tangee. For Tangee never "coats" the lips... Tangee never gives lips that harsh, severe, "painted" look... nor does it leave unsightly red smudges on handkerchief, table napkin or cigarette.

Instead, this unique idea in lipsticks brings out your own natural color. It makes your face look younger... brings a suggestion of rose-petals to your lips and keeps them soft, lovely, alluring!

Try Tangee. It's waterproof! Kiss-proof, too! Tangee stays on for hours. And wait till you see how this marvelous lipstick changes color. It's orange in the stick... but changes to a lovely blush rose on your lips. Sold at all drug and department stores, 39c and \$1.10.

*Above picture snapped on Fifth Ave. by our fashion photographer. Make-up shows trend toward naturalness. Clothes, we learned, were from Bruck-Weiss.

THE GEORGE W. LUFT COMPANY, NEW YORK



UNTOUCHED: Lips without any lipstick often look faded

PAINTED: Lips colored with paint look unnatural

TANGEE: Intensifies the natural rose of your lips

World's Most Famous Lipstick
TANGEE
ENDS THAT PAINTED LOOK



New FACE POWDER
Now contains the magic Tangee color principle which makes your skin look younger, more natural, and ends that powdery look.



Cellophane-covered comb, brush, and mirror from Macy's Guatemala Exhibition. Shining tin fashions the unusual and decorative frame for a mirror or a picture; from A. Harris and Company

DISCOVERIES IN BEAUTY

Make-Up Takes on Health

A NEW trend in beauty doesn't come as suddenly as a new fashion. It creeps up on you by degrees. We have been reporting from time to time a growing feeling for more natural, healthy make-up, for warm shades as opposed to deep ones, for a glow rather than a brilliance in colour. Now, almost every smart face you see about is bearing testimony to this trend. And the newest reports from the beauty makers bring added evidence in the form of new, warm shades of make-up.

One of the most recent of these is the make-up series from Frances Denney called "Russet." Here is a warm shade, delicate rather than deep, natural and flattering. There are lipstick, compact rouge, a smooth crème rouge (the Frances Denney rouges are famous for their enduring qualities), powder, foundation lotion, and a brand-new Crème Parfait, all in the "Russet" shade. If you use them all together, you will get a lovely warm colour that gives you an idea of the glow of health about which we have been talking. The Crème Parfait is one of those foundation creams that smell and look so luscious that you want to taste it, and it goes over your skin with velvet smoothness. Cream rouge blends into this cream like a dream, and its effect is exceedingly flattering. Crème Parfait can be had in Bronze, Paris Blend, Blanche, and Rachel, as well as Russet, and all the Frances Denney preparations are available at various leading department shops.

• Two weeks ago we heralded the appearance of Helena Rubinstein's "Terra Cotta" lipsticks as one of the forerunners in this health in make-up movement, and since then, this shade, as well as all of the other Rubinstein lipstick shades, has made its début in two brand-new cases. Both of these cases are gold finished. One, which is modestly termed "the biggest lipstick ever," is a tailored-looking model, extremely handsome, with gold stripes. The second new number is the Waterlily automatic lipstick with a new swivel mechanism that pops the lipstick forth in the fraction of a second.

We recently discovered that that superb Rubinstein Sunproof Cream that has served so many people so well as a powder base during the winter is made to vary in consistency with the season, so that it will keep emulsified in all temperatures. Nothing is left undone for beauty! (Continued on page 104)



Lucien Lelong has produced a new "French Lavender," lovely and refreshing for summer. The long-stemmed, crested bottle is a copy of a graceful antique scent bottle

Try Delv!



-and let a Beauty Miracle take place in your skin

Are you a "one cream" woman?

Do you think you have to keep on using three or four different creams or can you follow the example of thousands of beautiful women who have let DELV work a beauty miracle in their skin?

DELV is an entirely new and different cream. It contains an exclusive and special ingredient that duplicates the action of the natural skin oils.

Unless you have a special skin problem, DELV will meet every skin need.

DELV cleanses. DELV lubricates. DELV clarifies.

The result is a thrilling new skin loveliness. Actually DELV seems to give a new skin texture.

Now Test DELV Free

You need spend no money until you have actually tested DELV on your own skin. Mail the coupon below and a generous trial jar will come to you absolutely without charge. Or if you prefer to buy the full size jar now, ask for DELV at leading department and drug stores. The price is low, only one dollar.

Primrose
House

DELV



PRIMROSE HOUSE, 595 Fifth Avenue, New York V-5

Please send me without charge a sample jar of DELV. I would like to try DELV by using the Cream exclusively until the jar is empty. (Print name and address.)

Name _____

Address _____

City _____ State _____

(This coupon offer is good in the United States only)



"LADDER"

Dark accents match the dark background of a chic print, in an original model with exquisite details of embroidered batiste.

Stein & Blaine
INC.

13-15 WEST 57th ST., NEW YORK



NELSON

The lovely, out-of-doors fragrance of Elizabeth Arden's "Blue Grass" perfume has been reproduced in dusting powder in a sifter box in delicate pink-and-blue

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 102)

• One of the most important elements of spring is week-ending, and one of the most important elements of a week-end is having the right things to put in your suitcase. Elizabeth Arden has taken care of the beauty angle of this for you by providing a new week-end beauty box that will lend éclat to any suitcase. It is in pink, of course, in the delectable Arden shade of pink, beautifully designed and sturdily made. Commodious, too, because it includes cleansing cream, Velva cream for finishing, Amoretta, a light cream for

softening, skin tonic, astringent, astringent oil, tissues, and a box of the glamorous "Illusion" powder. This is not an expensive kit, but it is one of those small personal possessions that give you a lift, a quality that all Arden accessories seem to have in common. There is some new Elizabeth Arden hand soap, too, imported, curved to fit the hand, and deliciously perfumed. This isn't the kind of soap that is given away, but it lathers like velvet and lasts and lasts. This is available in the smart shops.

FULL FLAVOUR

(CONTINUED FROM PAGE 73)

The Venetian glass chandelier was found at a New York dealer's. The drawing-room furniture belonged to Mrs. Ayres' family, and its raspberry-pink damask upholstery and original cream-and-gold paint are perfect complements to the pale green painted walls panelled with an old paper border. The same tone of raspberry-pink is used for the tasselled cords and fringe that trim the oyster-white satin overcurtains. And the Louis-Philippe Aubusson rug has a background in raspberry, a centre panel in oyster-white, and green border scrolls. In the photographs on pages 72 and 73, you can see for yourself just how distinctive and charming this room is.

VICTORIAN MUSIC-ROOM

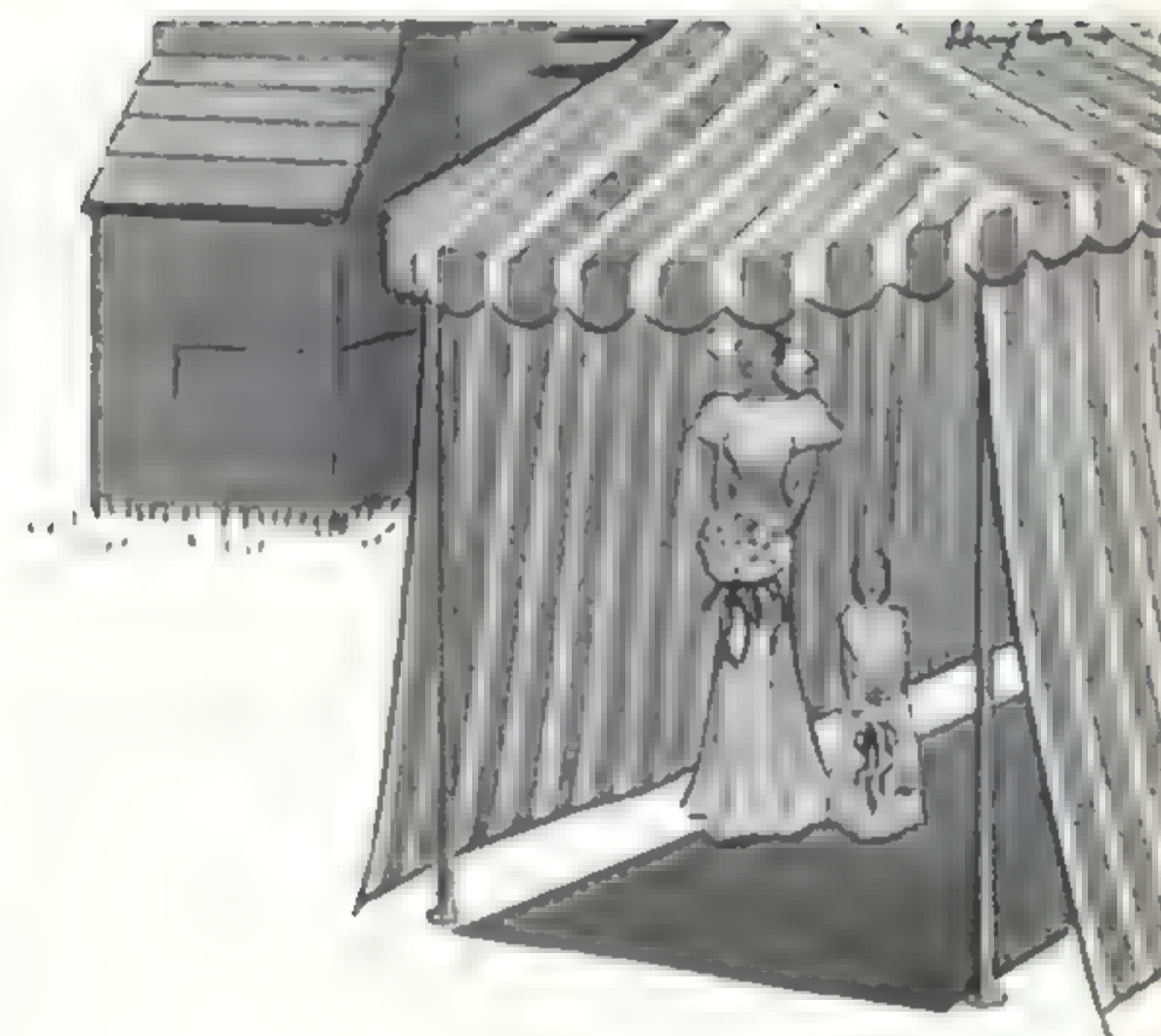
The music-room, which is shown on page 75, was planned to have Victorian black lacquered and mother-of-pearl furniture. Except for the chandeliers and the armchairs, ferreting out this type of furniture was comparatively easy. Mr. Buttfield had never seen a chandelier with mother-of-pearl, but, nothing daunted, he had one made. He was certain, however, that old armchairs of the type that he wanted really did exist. He wrote to London, The Hague, Brussels, Paris, Vienna. Finally, after eight months of search, the perfect pair was found—at an auction in New York! The mantel for this room presented no problem, since Mr. Buttfield had known of one for months

and had been waiting to find a client for it. This mantel has heavy baroque scrolls of cast-iron, smoothly lacquered, that frame panels of tinsel painted glass. The colour in the room was planned so that some brilliant turquoise brocade which Mrs. Ayres had bought in China years before could be used to upholster the furniture. With this in mind, the walls were covered with fuchsia coloured aluminum foil—the kind that candies are wrapped in—and the draperies made of the turquoise-blue damask combined with pale fuchsia satin.

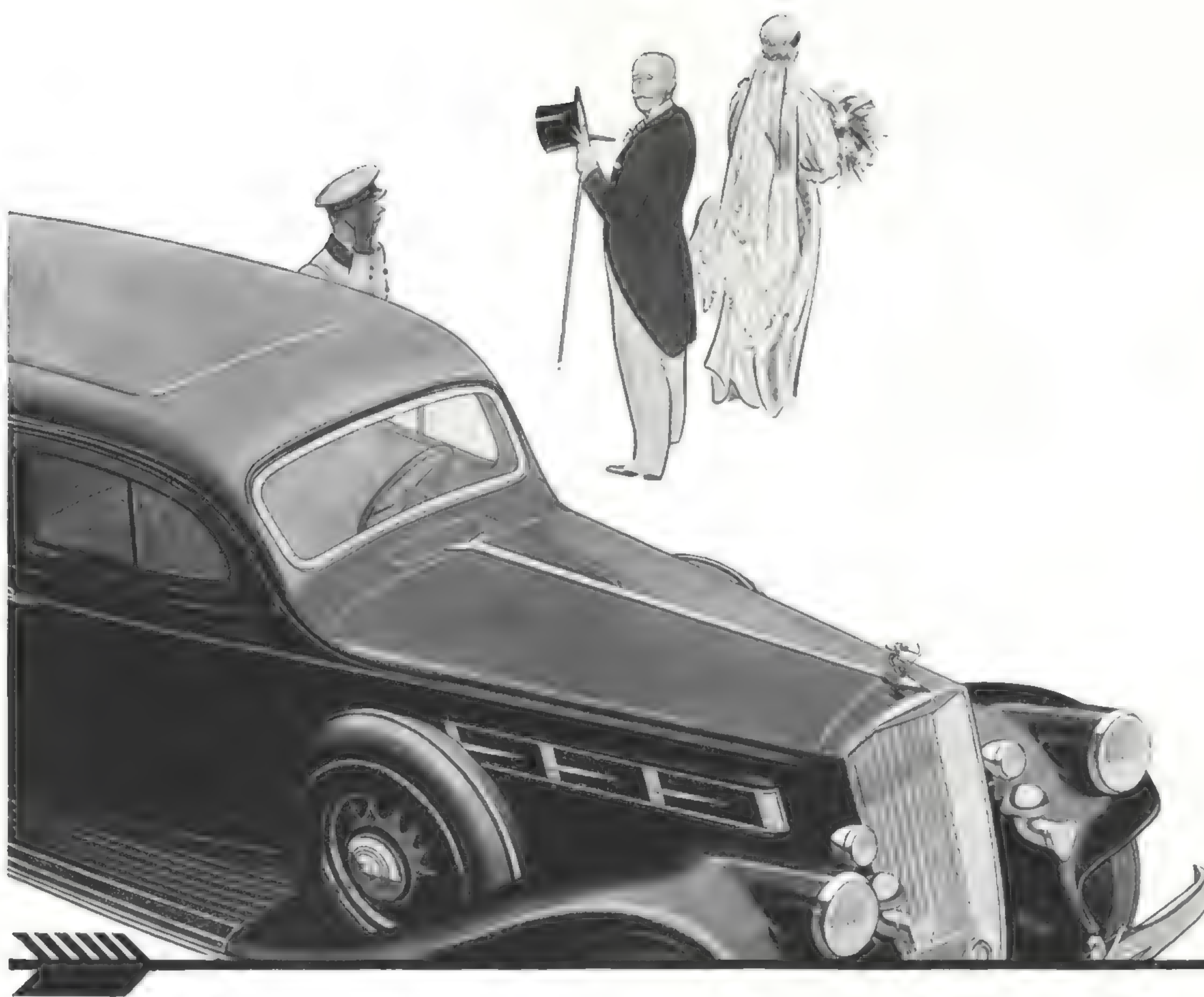
ATMOSPHERE WITH DINNER

In the dining-room, Mrs. Ayres wanted to give the effect of an intimate room that might have been Victoria's own. The table, which, at its full length, will seat twenty; the high-backed chairs tufted with deep red satin; the resplendent gold chandelier festooned with bunches of green Bristol glass grapes; the full-length family portraits all do much to give the desired atmosphere. The photograph on page 74 shows how effective and lovely this completely Victorian room is.

Most of the guest-room furniture had been in Mrs. Ayres' family. There are old French muslin curtains at the window; a red velvet carpet; and swags of red and pink cords and tassels hanging from the cornice. A charming glimpse of this room, too, is given in the photograph on page 74.



AMERICA'S
FINEST MOTOR CAR
for
America's Finest
Families



GENERATION AFTER GENERATION

AN INSTINCT for the better things in life seems to be a heritage in some families. It finds expression in a number of ways . . . the clothes they wear . . . the paintings they own . . . the books they read . . . and the cars they buy. There is nothing strange about the fact that these people instinctively choose Pierce-Arrow cars.

PIERCE ARROW

ANSWERS TO CORRESPONDENTS

*as refreshing
as a crisp, cool breeze...*

Glengyle's NEW Linen Knit

To match a light and cheerful view of life, Glengyle offers this charming new Formal-knit of Irish linen. Fresh! Interesting! The soft, rippling jabot lends an added note of distinctiveness to Glengyle's smart styling. Lovely in natural linen and new pastel shades. At leading department stores and specialty shops throughout the country.

Perine Studio



Featured by

STEIN & BLAINE, New York City • LIVINGSTON BROS., San Francisco

Federal Knitwear Co., 512 Seventh Ave., N. Y. C.

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Mrs. L. V. R.: I have three children, a girl of nine and two boys, five and three years old. Until this year, I have been dressing the girl and my older boy in brother-and-sister costumes, but it is becoming difficult to find clothes, especially washable dresses and suits, which are appropriate to all three ages. My daughter says that if she is dressed like the two younger boys she looks "babyish." Can you give me any suggestions?

Ans.: We feel that your best plan would be to dress the two boys alike and allow your daughter the full benefit of her growing clothes-consciousness. Because of the difference in ages, it would be very difficult to find dresses for a girl of nine that could be complemented by suits for three- and five-year-old boys. And, since the activities of your daughter must differ widely from those of your sons, it would seem simpler and more practical not to try to dress all three alike.

Mrs. G. H. B.: I am giving a dinner for eight to celebrate the tenth wedding anniversary of my husband and myself. Will you tell me whether or not place-cards are correct? And will you also give me some ideas for an amusing and novel table decoration, with yellow as the colour?

Ans.: In general, table decorations that are charming are to be preferred to those that are amusing or novel, since anything bizarre always runs the risk of being a little forced and not in the best of taste. However, since the tenth anniversary is the tin anniversary, we suggest using new tin moulds, which may be bought at any hardware store, for flower holders and filling them with yellow mimosa and snapdragon. You can achieve a charming effect in this way and, at the same time, keep the spirit of the occasion. For example, the smallest individual moulds might be used at each place, either filled with flowers or used as nut dishes. Place-cards are correct to use, but, if your guests know one another, they are not necessary for a dinner as small as eight.

Miss C. M. C.: I am giving a cocktail party for about twenty people, and I should like to know whether or not it would be in good taste for me to wear a hostess gown or whether an afternoon dress would be more appropriate.

Ans.: Whether or not you wear an afternoon dress really depends upon how well you know the people you have invited and how formally you entertain. At a cocktail party where all your guests are more or less intimate friends, it would be quite correct to wear a hostess gown. Even at a less intimate party, you might wear one of the more formal types of hostess gown, which are more like house-coats than negligés and are rather suggestive of ankle-length afternoon dresses. This type of hostess gown is charming, smart, and in perfect taste. If you are entertaining people whom you do not know well and the party is a rather formal one, you might find it better to wear the usual afternoon dress. It depends upon the kind of party you are giving and the guests you have invited.

Mrs. R. H. W.: My eighteen-year-old daughter tells me that it is smart to use a rather bright shade of finger-nail polish. I have been living in a small and conservative town, and I am wondering whether it is for this reason that red finger-nails are rather startling to me. Would you please give me your opinion of this fashion?

Ans.: Although we understand your conservative attitude towards deep shades of finger-nail polish, your daughter is nevertheless right. These polishes are smart and are worn by well-bred and well-dressed women everywhere. It is true that some very chic women do not wear any but colourless polish, while others find that pale rose shades are most becoming to their hands. So long as the shade of finger-nail polish worn is harmonious with one's costume and make-up (and is, of course, applied evenly and well), it is a definitely smart fashion.

Miss L. M. G.: I have just ordered an evening dress of printed crêpe, in bright red, green, black, and white, with a short, flaring coat of black net to go over it. Will you advise me as to what sort of slippers and evening bag to wear with it? I expect to wear this dress both in the city and on country week-ends.

Ans.: Since the print of your evening dress is so brilliant, a simple crêpe or satin sandal, dyed to match one of the colours, would be best. You might also get one of the new taffeta evening bags in the same shade. It would be equally smart, although not quite so springlike and gay, to wear black slippers and carry a black bag.

Mrs. C. H. T.: My husband and I have always lived in the country, but are now planning to take an apartment in town. Will you tell me whether or not one is expected to tip the doorman and elevator boys in an apartment-house regularly? And if so, how much should one tip them? Also, is it necessary to tip the superintendent?

Ans.: Most (Continued on page 108)



For a Petal-Soft skin

● You must cleanse your skin, naturally. But you must be just as careful not to dry it. You know what a drought would do to the tulip fields in Holland. And your skin is living tissue too. Gentle dews, sparkling sunshine, soft winds, are nature's beauty treatment for the tulips of the field. Elizabeth Arden's three beauty requisites are equally simple, natural, elemental.

THE ARDENA CLEANSING CREAM, light as dew, is liquefying instead of drying, so that it leaves your complexion lily-white but soft too, because, instead of parching, it quenches thirsty pores.

THEN THE ARDENA SKIN TONIC tones and stimulates as gently and effectively as sparkling sunlight, bringing a glow of natural color and a clear, almost translucent, freshness.

FINALLY, THE ARDENA VELVA CREAM, soothing as the south wind, refines the texture of your skin to nature's own petal-smoothness.

Farewell to Age

ARDENA CLEANSING CREAM . . . \$1 to \$6

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in Summer . . . cape

sleeve coat in

Forstmann's "Coolaine".

Summer pastels • Misses'

sizes • Coats • Fifth Floor

29.75

McCreery's

Fifth Avenue, 34th Street

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 106)

tenants in city apartments tip elevator boys and door-men regularly, about once a month, or once every two months. A dollar for each one is quite adequate. If any special service is given, it is usual—and kind, as well—to tip for that service. It is also a good plan to give the superintendent of the building five dollars soon after one takes occupancy of the apartment, since it is the superintendent who oversees the actual moving-in of tenants. Thereafter, a tip for any special service, such as repairs, and a regular tip of two or three dollars every few months are ample.

Mrs. J. L. S.: I am having a dinner for twelve and am planning to have three tables of bridge afterward. Will you give me some suggestions as to how to manage this sort of party? All of my guests know one another fairly well, and they all play a good game of bridge, but about four of them play a really expert game. Would it be better to have the best players all at one table? Or would it be best to let people sit at whatever table they prefer? My house has one large living-room, but is not large enough to have the tables set up and ready in another room. Can you tell me how to manage this without confusion?

Ans.: Whether or not the best players sit at the same table depends a great deal on how serious a game they play; but, generally, every one has a

better time if the experts play together, so that the competition is as even as possible. If the table-covers, cards, score-pads, and ash-trays are laid out in readiness, there need be no confusion about setting up the tables. It is usually best to arrange the seating in advance and write the names on a small card. Then, as the tables are being set up, you may tell each person where he or she is to sit.

Mrs. B. R. D.: I have just been married and have come to live in the city. My husband and I have been invited to several dinners and a number of parties, but, as we have a small apartment and live very simply, it will be difficult and expensive for us to return all this hospitality by giving formal dinners. Would a cocktail party be enough of a return? Or would a buffet supper be better?

Ans.: A cocktail party is not really an adequate return of hospitality. However, a buffet supper would be in keeping with the simplicity of your apartment and still be a charming way to return hospitality. But it is important to remember that buffet parties, to be successful, must be planned in advance in every detail, and also that it is fatally easy to overcrowd one's house at this type of party. You may find that two buffet suppers will be better than one, but you will also find that they will be considerably less expensive than formal dinners would have been.

DESIGNS FOR DRESSMAKING

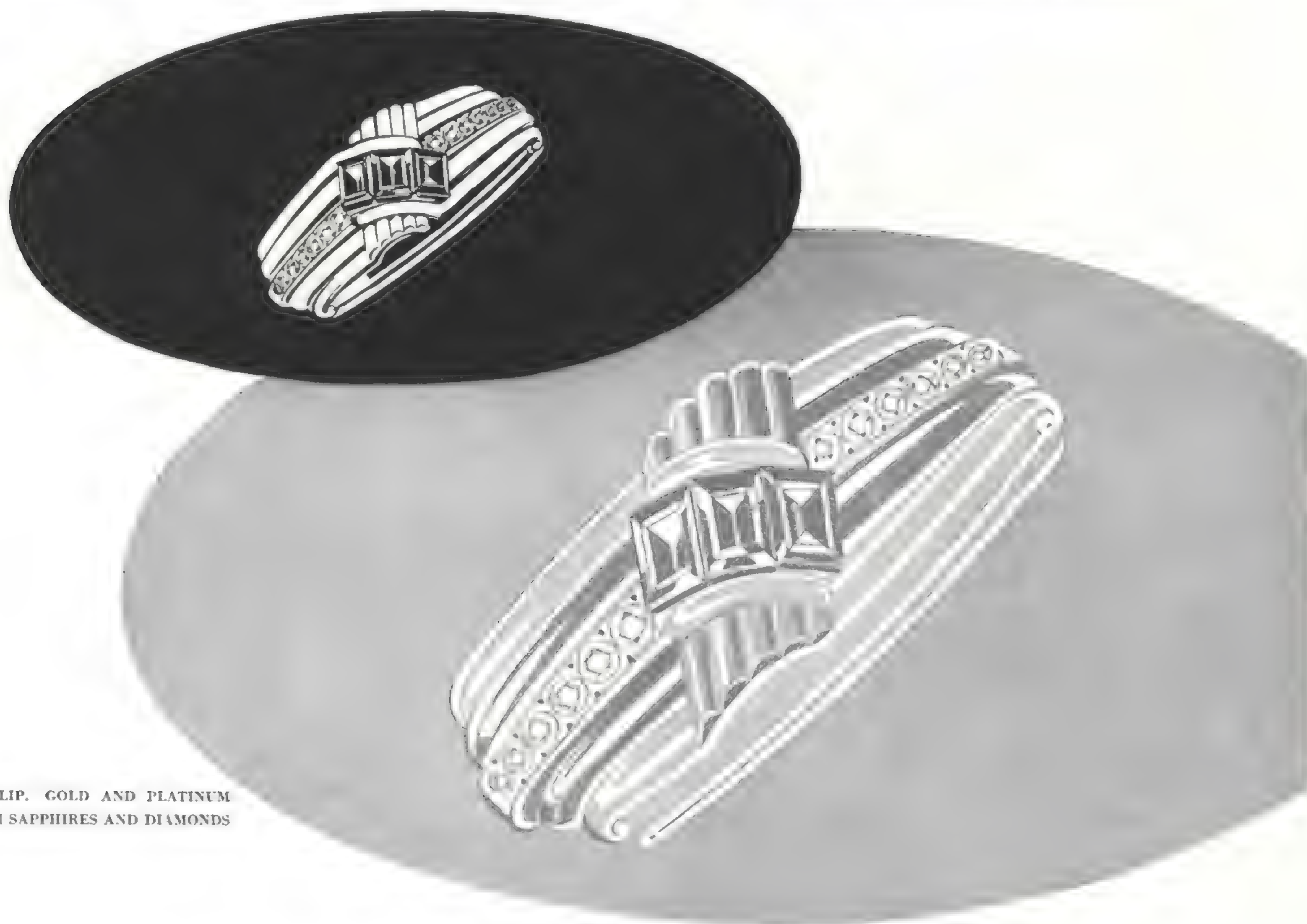


Floating, dreamy dresses that make you look and feel as cool as a mint julep; a formal town ensemble; a spirited evening dress—all of these models for the summer season are sketched here, as well as on pages 98 and 99. They are designed for sizes: 377, S-3814, and S-3808 in 14 to 42; S-3813 and 379 in 14 to 40; and 7021 in sizes 12 to 20; 30 to 38

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; 1196 THE MERCHANDISE MART, CHICAGO, ILLINOIS; OR 523 MISSION STREET, SAN FRANCISCO, CALIFORNIA; IN CANADA, 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES WILL BE FOUND ON PAGE 121.

GOLD IS THE TALK OF THE TOWN

PARIS points a shining path to chic and all New York is thinking—talking—wearing **GOLD**. **GOLD** boldly tailored steps out with your suit and later lends its brilliance to the evening. Paris has decreed that **GOLD** is good the clock around—but **GOLD** with quite a different look and feeling: • **GOLD** set unexpectedly with precious stones—**GOLD** set with semi-precious stones and teamed with platinum—**GOLD** in two tones—**GOLD** in polished surfaces and architectural planes—**GOLD** in shapes you've never before imagined. Some are as modernistic as tomorrow, some hark back to the Pharaohs, yet others remind you of Grandma dressed in her stand-by-itself black silk. • We have an enticing collection to gild the hours from morn to moonset!



THREE-WAY CLIP. GOLD AND PLATINUM
JEWELLED WITH SAPPHIRES AND DIAMONDS

BLACK STARR & FROST-GORHAM

JEWELERS • SILVERSMITHS • STATIONERS

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for inexpensive smartness —

HUBRITE

Informal Frocks
this Summer!



\$5.95

Twill Lace in White, Betge, Heaven Blue, Petal Pink, Navy, or Brown. Grosgrain belt and bow. Sizes 12 to 20.

Nubby Sheer Check Frock with matching sport hat (adjustable sizes), and detachable collar. The dress is White; hat and collar are Navy, Red, Green, or Brown. Sizes 12 to 20, 38 to 42.

You'll revel in these cool cotton Hubrite Informal Frocks, their youthful styles and gay Summer colors. They're tub-fast and wear-proof. The Hubrite label guarantees painstaking workmanship and absolutely accurate sizes. And the prices? . . . Refreshing as a sea breeze!

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Informal Frocks
INCORPORATED

BOSTON

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SPANISH-MEXICAN WEDDING



All three hats at the left were worn by guests at the wedding of Miss Elena Vereá and the Comte de Tebá, in Paris. The two farthest left are flat pancake shapes, one trimmed with ribbon, the other with flowers. The third hat, of brown felt, has its front covered with feathers

Miss Vereá, a charming young Mexican, is shown at the right in her off-white satin wedding-dress from Heim, with its long court train, and a veil held in back by orange-blossoms. The bridegroom, Comte de Tebá, is a Spaniard—the son of the Duchess de Santana



Bridesmaids and train-bearer had picture-book charm at this smart wedding. One bridesmaid is shown at the left in her pale blue taffeta dress with gathered bands and lacing in back. The little train-bearer wore an ivory satin dress with ermine bands, and white lace mittens

The two costumes at the right, both worn at the wedding, are good examples of the type of clothes that smart Parisiennes are wearing for formal afternoon occasions. The first is a blue taffeta suit, long as to skirt and trim as to jacket. The other is a grey satin dress topped by a luxurious silver fox cape. Dark gloves and bag and a little pill-box of a hat, trimmed with a band of violet flowers, complete this distinguished costume



The Season's Smartest Gloves are Luxable

Right: gauntlets of sleek Bengal Cord that comes in many shades. The swanky initial bracelet on the left glove adds a personal touch of gay color. Lux will keep them immaculate—their colors unfaded, like new. \$1.95



Above: "Sensation," an enchanting hand-crocheted filet glove for afternoon. Smart in navy and other spring colors. A whisk through Lux and it's new again. \$2.95

The exclusive shops presenting these Gloves ALL advise LUX

L. L. BERGER, INC.
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Washington

E. T. SLATTERY CO.
Boston

THE STERN & MANN CO.
Canton

THE UNION COMPANY
Columbus

THE YOUNG-QUINLAN CO.
Minneapolis

THE LINDNER CO'Y.
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Distinguished gloves can make any costume a triumph if they always look fresh as though just out of their tissue wrappings. This season that's easy for even a limited budget—with Lux to care for smart washable gloves.

For best results in washing gloves, use cool Lux suds. Washable leathers, except chamois and doeskin, are Luxed on the hand. Rinse in water the same temperature. Lux safely restores their spick-and-span freshness—has no harmful alkali to fade colors, weaken leathers or fabrics. Protects them from injurious cake-soap rubbing, soaps with harmful alkali. Anything safe in water is safe in Lux.



Above: Swantex pull-on with crinoline corded treatment on the cuff. Smooth as doeskin—this fabric comes out of Lux fresh as a flower. In colors for all your spring costumes. \$1.95



Left: superbly soft pull-on of washable doeskin in chamois-yellow or white. Remember to use a light Lux suds in the final rinse and to finger-press while drying to restore the gorgeous softness of the leather. \$1.95



*Easier to put on ...
firmer when on*

Foundettes
BY
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ONLY a "Foundette" by Munsingwear gives double strength of stretch with extra control because Munsingwear knits Lastex-and-Rayon by a special, new process. That's why a "Foundette" is easier to put on—but once on, holds you firmly in the new silhouette—curving hips, sleek thighs, rounded rear contour and accented youthful bust. Girdles from two dollars; full length foundations from three-fifty.

MUNSINGWEAR, Minneapolis.

ELIZABETHAN CAMPUS: BRYN MAWR

(CONTINUED FROM PAGE 65)

The newest building is Goodhart Hall, a handsome edifice equipped with a life-sized theatre where plays and concerts are held; a "common room" where the girls can smoke and relax; and a music department bristling with grand pianos, scores, and the latest gramophone and projection machines. (A great deal is done with slides at Bryn Mawr, in all the classes. In music, Mr. Alwyne often accompanies his talks on Wagner operas, for instance, with slides showing the scenic backgrounds of the operas. In archaeology or the history of art, slides are naturally indispensable.) Like all good colleges, Bryn Mawr has a big gymnasium, a swimming pool, and plenty of room for self-expression in all fields.

In one corner of the campus is the "Deanery"—once the home of the famous M. Carey Thomas, former president of Bryn Mawr, and now an alumnae club-house. The "Deanery" is full of treasures gathered by Miss Thomas: magnificent Oriental rugs, Rembrandt etchings, rare pottery. The whole house is an extraordinary mixture of East and West. Miss Thomas, it seemed, believed in their fusion.

HOW THEY LOOK

In the past, Bryn Mawr may have conjured up blue-stockings visions: earnest and stodgy girls with glasses and a desperate thirst for knowledge; without sex-appeal, charm, or any of those qualities most desirable in women. Perhaps this type was predominant in a day when only the most strong-minded females ventured college. But it is certainly not so now. The campus and the classrooms are bursting with charm. Healthy, feminine, Northern charm in Brooks' sweaters, and tweed skirts, and Hili shoes (sort of leather sneakers), and socks. As far as we could see, there was only a handful of duds and grinds and sloppy-looking girls. The average complexion rated ninety-eight per cent., the average coiffure was groomed and gay (not too short, not too curled, much more natural than heretofore; and not a trace of bangs!).

We asked about a dozen girls of all kinds and inclinations how big a part of their lives they spent on their appearance—dress and self. They agreed on admitting to fifty per cent. ("That includes the mental processes," they hastened to add—"the time you spend thinking about how you look and what you're going to put on and things like exercise.") When they were asked what one cosmetic they would die without if they were cast in company with others on a desert island, there was a unanimous cry of "Powder." (This is an interesting contrast to the cry of older women, which is "Lipstick.")

As far as make-up is concerned (out of the above fifty per cent., they allotted thirty to the care of their person), they feel that the trend is away from too bright a lipstick and too gaudy nails. They use make-up, but "naturally." No violent lipsticks, no rouge. As a matter of fact, nearly all of them "give their faces a rest" from Monday to Friday. Just soap and water for cleaning and hardly any make-up. On Saturday morning, though, on the station platform, they hardly recognize each

other—so glorified are they for their exodus to the city. Meticulous make-up, perfect hair-do, high heels, town outfits.

Most of them buy all of their clothes in New York, no matter what part of the country they come from. And most of them wear only the simplest woolen dresses or skirts and sweaters (with scarfs tucked inside the neckline) on week-days. Now and then they change to simple afternoon dresses at dinner, and to evening dresses for gala performances at Goodhart Hall.

They can wear trousers and athletic costumes only at the laboratories, at the infirmary, and at the College Inn. In rainy weather, they use their academic gowns most irreverently as rain-coats; and slap on their heads any exotic headgear they may have picked up from summer travels—Tyrolian hats, Finnish caps, fezzes, anything. Anything, that is, but a normal hat.

MODES AND MANNERS

The general outline of life in the bigger colleges is fairly similar. But each campus has its superstitions, its habits, its traditions. None more, so than Bryn Mawr, where the Elizabethan conventions are deeply sown. May Day is one of them. To quote the hand-book:

"At six o'clock on May Day morning, the Sophomores leave May baskets on the Seniors' doors. Then the Seniors, wearing cap and gown and carrying their baskets, go two by two, singing 'The Hunt Is Up,' to the President's house and present her with a May basket. At seven o'clock they sing the Magdalen College Latin Hymn from the top of Rock Tower. As they come down the stairs the Senior President is crowned May Queen by the Sophomore President. After breakfast there is dancing around the May-Poles on Merion Green, and President Park presents a necklace to the May Queen. The entire college then goes to chapel to hear the announcement of the scholarships. Afterwards the Seniors roll hoops down Senior Row and present them to lower classmen. Following this the different classes form a quadrangle and sing their May Day songs.

"Every fourth year (at this moment, in fact), however, there is another and a far more extensive celebration of May Day, which was last held in 1932. A series of five or six old English plays and masques are given, May-Poles are wound, and there is dancing on the green. Queen Elizabeth and her courtiers come back to watch the revels, and Maid Marian is crowned Queen of the May by Robin Hood." (All this explains the hoops we spoke of in the dormitories. The names of the givers and the receivers are printed on the inside rims, and we were proudly shown one hoop with "Katie Hepburn" written boldly thereon.) There are two white oxen, bought at considerable expense from the South; and the campus really looks like a de Mille throwback to those lusty English days.

Then, there's Lantern Night. Again, to quote the hand-book:

"On the second Friday in October the ceremony (Continued on page 123)



You can laugh at wind, dust, rain and sun when your skin is guarded the clever new Daggett & Ramsdell way! A few tiny dabs of Perfect Protective Cream, blended into a smooth, velvety foundation with Perfect Skin Tonic, will provide an exquisite film of protection to guard the complexion yet not clog the pores. Besides, it's a marvelous way to assure your make-up staying on for hours and hours! There are other Daggett & Ramsdell triumphs...new creams, lotions, powders, rouges, lipsticks. See for yourself why smart women flock to them!

**DAGGETT &
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2 PARK AVENUE, NEW YORK



Underneath it all..



● As light as your softest summer frocks and utterly right beneath them, Vassarette Foundations are perfect for your active sports and your spectator interludes. Supple as you are yet remarkably restraining. Vassarette Girdles, Pantie-Girdles, All-in-Ones . . . of specially processed Lastex . . . for slims, plumps and in-betweens, \$5.00 to \$15.00 at better stores everywhere. Write for the one nearest you. Vassar Company, 2573 Diversey Avenue, Chicago, Illinois.

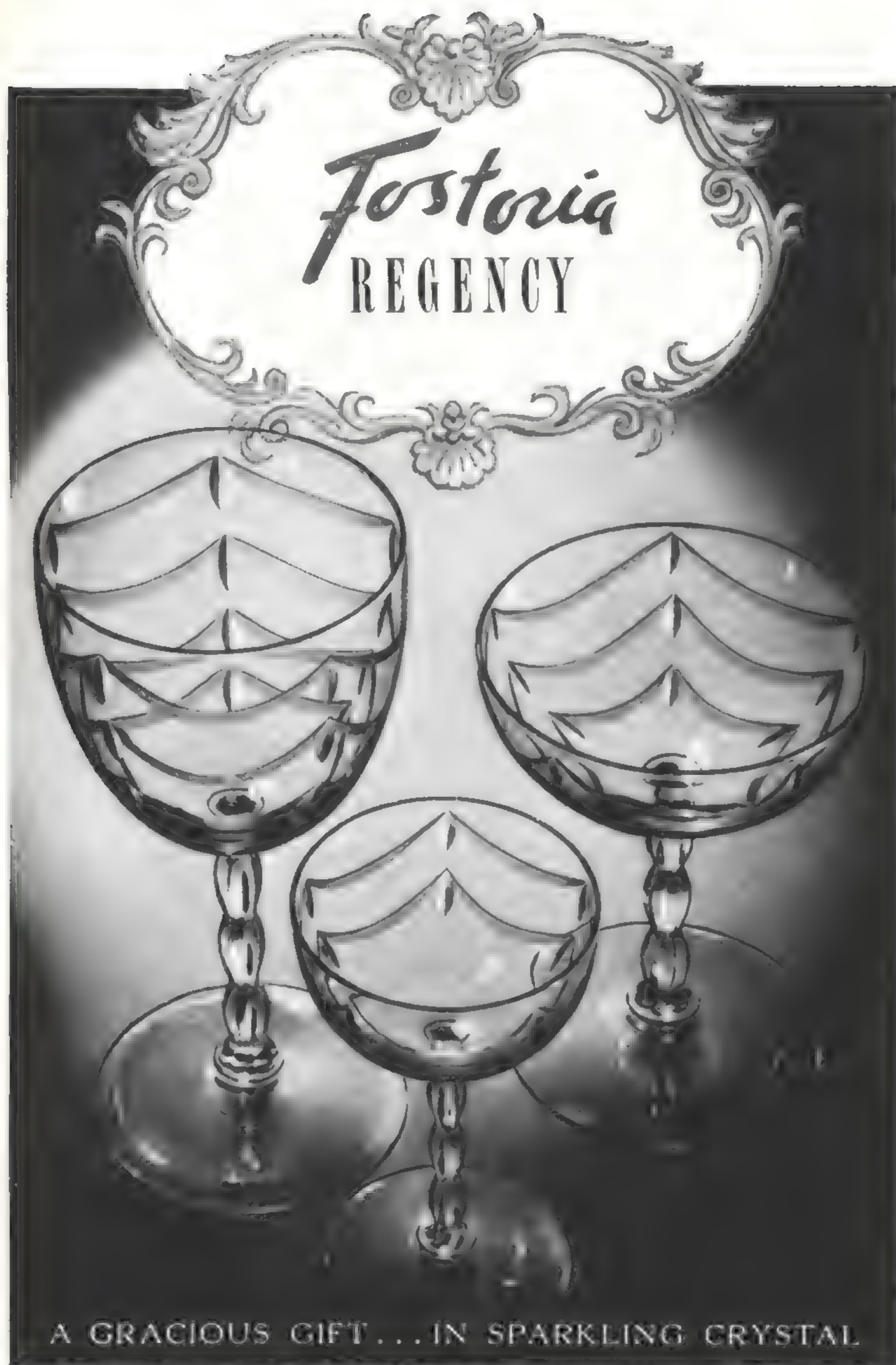
Pictured, above, the new Vassarette Girdle in a new porous, air-cooled fabric, exclusive with Vassar. Garters are detachable. \$5.00. Adjustable, uplift bandeau, \$2.00.

... a Vassarette



● By far the most important ally of your loveliest evening gowns, Vassarette Foundations mould you to the slender, harmonious lines that make you a symphony in chiffon. In a Vassarette you're blissfully comfortable and beautifully controlled . . . from morning coffee to midnight caviar. There is a Vassarette for every age and every figure. Insist on a fitting in the one meant for you. Girdles and All-in-ones, \$5.00 to \$15.00 at better stores. Vassar Company, 2573 Diversey Avenue, Chicago.

Pictured, above, the new Vassarette All-in-One Foundation with panel for flattening control. The bandeau top is adjustable and most uplifting, \$10.00.



Fostoria
REGENCY

A GRACIOUS GIFT... IN SPARKLING CRYSTAL



What a gift...for this June's bride or, for that matter, the brides of any other Junes!

There's an irresistible charm in the lovely lines of Fostoria's famous Westchester shape in this newest design... Regency. Made in all sizes and for all purposes from water goblets to liqueur glasses.

And the Regency motif, justly famed for its grace, is the very latest vogue. Nothing is more timely...more suitable to all types of decorative schemes.

This new Regency design is typical of a large array of strikingly

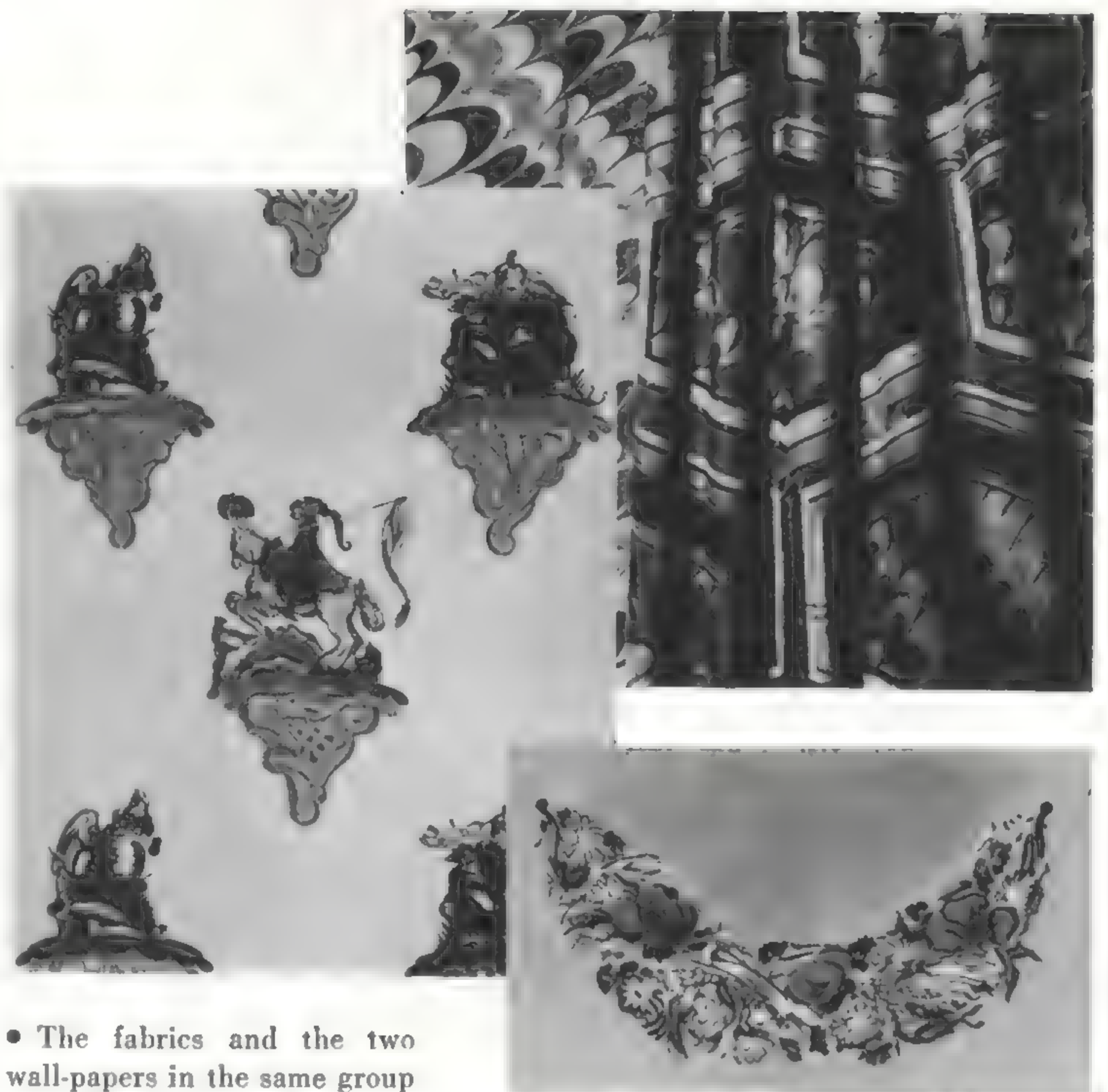
beautiful Fostoria patterns. And it is also typical of the fine craftsmanship and quality of all Fostoria handmade glassware. There are countless pieces to stimulate your imagination...and at prices that are surprisingly low. For instance, Regency stemware sells for only \$12.00 per dozen pieces.

See them all at your nearest glassware store, and for helpful advice on entertaining today's guests, send for your copy of "Correct Wine and Table Service". Just write Fostoria Glass Company, Dept. V, Moundsville, W. Va.

Illustrated above—the Regency water goblet, sherbet cup and cocktail glass.

IMPORTANT REMINDER! Fostoria dinnerware is made in "open" sets. New pieces may be added or broken ones replaced at any time. Inquire of your Fostoria dealer

Fostoria
THE GLASS OF FASHION



• The fabrics and the two wall-papers in the same group were all designed for Katzenbach and Warren. Victor Proctz made the linen (upper right) for curtains to go with the marbled grey chintz, for slip-covers, beside it. The paper above is "Porcelains"—with blue Chinese figures on white. The other, designed by James Reynolds, has a flowered swag

• (Right) A centrepiece of narcissus and white marble Chinese dishes for sweets or curry; from Mrs. Kenneth Torrance



ANDERSEN

PERK UP YOUR HOUSE

(CONTINUED FROM PAGE 83)

one of the newest awning trimmings we've seen—canvas belting in military-blue, canary-yellow, or aubergine, striped in emerald-green and white. Rope in a contrasting colour is still being used for edgings on awnings, either appliquéd or hung in scallops. Plain canvas in a shade that contrasts with the awning is also effective trimming, sewed on in diagonal stripes.

Slip-covers, this year, have a little more elegance about them than formerly, because of the style and delicacy of the new hand-blocked chintzes and the colours of the plain materials. Some of the smartest new chintzes have designs of vines, feathers, sea-shells, and architectural motifs. Sailcloth and Burberry twill are excellent plain materials for slip-covers. You can get these fabrics as well as the new chintzes, in a variety of colours, at most of the better department stores.

Plain, tight skirts are newer than box-pleats for slip-covers, and there are numerous braids in fascinating colour combinations to use for piping in place of plain, contrasting materials.

SUMMER FABRICS: James Pendleton has imported from England some exciting summer fabrics. One called "Winds," designed by Duncan Grant, is particularly lovely, and a "Perma-

tex" fabric with a zebra-skin pattern in black and white is modern and spirited. Katzenbach and Warren, who have the chic grey-and-white marbled chintz at the top of this page, have other unusual linens and chintzes. "The Fountains of Rome," designed by Elizabeth Wadhams, and "Chrysanthemum" are two that are delightful for slip-covers or draperies.

Gwenyth Waugh has designed some charming Colonial Drapery fabrics, which are manufactured by Marshall Field and can be found at Altman's. These materials were inspired by American designs taken from old paintings, furniture, carvings, and wall-papers. One design is called "Horn of Plenty," and it has small yellow horns filled with fruit splashed over a black or eggplant coloured ground. Then, there is a quaint *mille-fleurs* pattern—tight bouquets of posies sprinkled over dark grounds. A very smart Colonial star pattern is called "Firmament"—neat little stars in rose on a deep blue ground, yellow stars on rust, navy-blue on yellow, and several other combinations. "When Winter Comes" is a small leaf design on deep brown, pale blue, or an orange ground.

MORE GARDEN FURNITURE: Pierre Bourdelle has designed for Thedlow a clever iron (Continued on page 117)

PERK UP YOUR HOUSE

(CONTINUED FROM PAGE 116)

chair, the back of which is in the shape of a stirrup crossed with riding-crops. The seat is a horseshoe, and the legs end in delicate hoofs. Mr. Bourdelle has also invented a process for lacquering linoleum that is hard to describe. The technique is superb—colour, design, and carving are those of an artist and fine craftsman. One of the pieces done in this medium that would be a treasure to possess is a screen with black horses cantering about on a field of ivory and gold. Another gem is a coffee-table with carving in low relief of fish and deep-sea plants. Both of these pieces may be used out-of-doors, for their finish is impervious to moisture.

Then, Mrs. Kenneth Torrance has designed a group of Chinese garden furniture. The pieces are of pewter-finished aluminum, inlaid with flowers of brass, and all very light and easy to move around.

One of the smartest and most practical of the new materials for upholstering terrace furniture is made of Cellophane that has been twisted and woven into a material that's easy to keep clean and does not absorb moisture. Bamboo, painted white or left natural, is extremely good-looking upholstered in this Cellophane fabric, and The Mayhew Shop has an attractive set done in this fashion. This same shop also has a large marquee on wheels. It's about fourteen and one-

half feet long by six and one-half feet high, with a coloured awning mounted on bamboo supports. This marquee will throw a cool shade for twenty feet, and costs about one hundred and fifty dollars.

PEDAC: If you are a person who likes to poke around and discover things for yourself, be sure to go to "Pedac" on the tenth floor of 30 Rockefeller Plaza. There, you will find an exhibition of furniture, floor coverings, wall-papers, and fabrics, and even though you can buy these things only through your own decorator, you will save yourself an enormous amount of searching the city by seeing this collection of new ideas in decoration. Don't miss the wall-papers in this exhibit. Nancy McClelland has a charming one called "Pigeons on the Grass," done in grey-and-white. The Imperial wall-papers designed by Robert Locher, Helen Dryden, and Bruce Butfield are, in themselves, worth the visit.

Some of the loveliest percales imaginable for a summer drawing-room are also to be found there. Two very distinguished ones were designed by Albert Harter for Harter-Dalton Inc. One is a design of silver-stemmed white dogwood and brown leaves, on a pinky-beige background; the other has a silver maidenhair fern design that is hand-blocked on pale grey gauze.

SOCIETY

(CONTINUED FROM PAGE 47)

WEDDINGS

NEW YORK

Eddy-Livingston—On April 30, in Saint Thomas Church, New York, Mr. Spencer Eddy, junior, and Miss Mary Moncrieffe Livingston, daughter of Mr. and Mrs. Gerald Moncrieffe Livingston, of New York and Huntington, Long Island.

Lewis-Neilson—On March 8, in Saint Peter's Church, Montecito, Santa Barbara, California, Mr. Carl A. Lewis, son of Mr. and Mrs. Charles G. Lewis, of Santa Barbara, and Miss Elizabeth Park Neilson, daughter of Mrs. Park Neilson and of Mr. Raymond P. R. Neilson, of New York.

Pell-Steele—On March 11, in Palm Beach, Florida, Mr. Hamilton Pell, son of the late Mr. and Mrs. George Hamilton Pell, and Miss Emma Johnson Steele, daughter of the late David Steele and Mrs. Emma Marie Steele.

AKRON

Thomas-Morgenroth—On February 2, Mr. Robert Thomas, son of Mr. and Mrs. John W. Thomas, and Miss Mary Morgenroth, daughter of Dr. Simon Morgenroth and Mrs. Morgenroth.

BALTIMORE

Roberts-McCormack—On February 23, in the Marble Collegiate Church, New York, Captain Desmond Roberts, son of Mr. Clarence E. Roberts, of London, England, and Mrs. Harrison McCormack, of "Brandonwood," Brooklandville, Maryland, daughter of the late George Evelyn Harrison.

BOISE

Berg-Eastman—On March 2, in Seattle, Washington, Dr. Richard Frederick Berg, son of Mr. and Mrs. Alexander Berg, of Portland, and Miss Elizabeth Eastman, daughter of Mrs. Frank Manson Eastman, of Seattle.

BOSTON

Cobb-Denny—On March 2, Mr. Edgar H. Cobb, son of Mr. and Mrs. George F. Cobb, of Brookline, Massachusetts, and Miss Katharine V. Denny, daughter of Mr. and Mrs. Archibald M. Denny, of "Oak Hill Apple Farm," Harvard, Massachusetts.

CLEVELAND

Bowsher-Pope—On February 16, Mr. Nelson Spencer Bowsher, son of Mr. Jay Colfax Bowsher, and Miss Louise Pope, daughter of Mr. and Mrs. George Whitney Pope.

WEDDINGS

HOUSTON

Wintermann-Goss—On February 21, in Saint Paul's Methodist Church, Houston, Texas, Mr. David Rodolph Wintermann, son of Mr. and Mrs. Oscar Joseph Wintermann, of Eagle Lake, Texas, and Miss Eula Aurella Goss, daughter of Dr. Jesse Melancthon Goss and Mrs. Goss.

INDIANA

Boehm-Reed—On February 23, Mr. Hans Boehm and Miss Frances Reed, daughter of Mr. and Mrs. Frank M. Reed.

PHILADELPHIA

Hardt-Stearns—On April 27, Mr. William McCulley Hardt, second, son of Mr. and Mrs. Frank McCulley Hardt, of Bryn Mawr, Pennsylvania, and Miss Martha Stearns, daughter of Mr. and Mrs. Russell Stearns, of Wellesley Hills, Massachusetts.

SAINT LOUIS

Collins-Day—On March 2, in Christ Church Cathedral, Mr. Charles Klein Collins, son of Mr. and Mrs. Charles Blatchford Collins, and Miss Mary Francis Day, daughter of Mr. and Mrs. Clifford Day, of Ferguson, Missouri.

TROY

Mangan-Anderson—On March 2, in Saint Peter's Church, Mr. William DeLamater Mangan, of New York, son of Mr. and Mrs. Thomas Mangan, of Binghamton, New York, and Miss Cora Elizabeth Anderson, daughter of Mr. and Mrs. William H. Anderson.

YOUNGSTOWN

Brandt-Bell—On March 2, Dr. Albert J. Brandt, son of Mr. John H. Brandt, of Arpin, Wisconsin, and Miss Elizabeth Bell, daughter of Mr. and Mrs. Rennick Bell.

WEDDINGS-TO-COME

BOSTON

Whitman-Davis—On June 19, in Christ Church, Hamilton, Massachusetts, Miss Nancy Whitman, daughter of Mrs. Chatfield Whitman, of Boston, Massachusetts, and of Mr. Hendricks H. Whitman, of New York, to Mr. Thomas Jefferson Davis, junior.

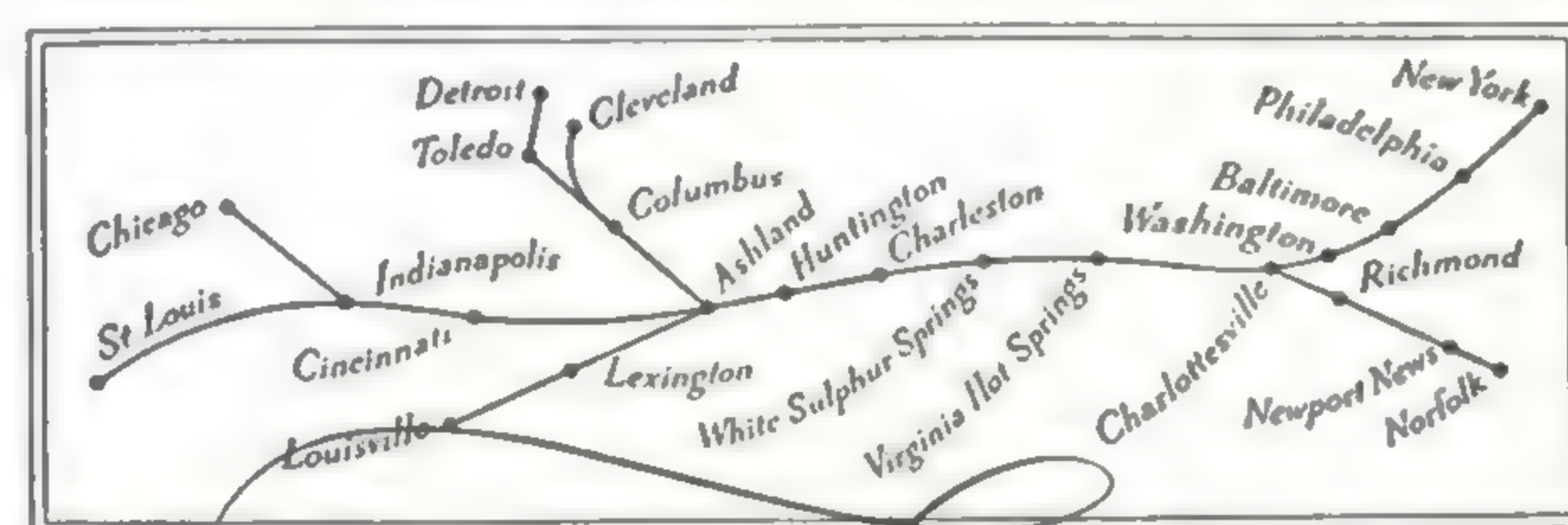


ON YOUR SPRING TRIP TO THE SPRINGS

White Sulphur Springs and Virginia Hot Springs—America's famous Spas—are calling with all the allure of Springtime in the Mountains. You will want your car, of course—but it is no longer necessary to make a tiring, arduous pilgrimage to have it. Load it on the train. Three tickets pay for two people and a car. For your car—a speedy delivery. For you—a pleasant, comfortable trip. Both you and your car—clean and rested, and ready to start your holiday program on arrival. Through air-conditioned cars from principal cities.

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Happy Days!



● A toast to Cecconese, the new yarn with rose-petal softness! It's Bradley's brilliant summer thought... knit into a sun-loving dress to wear 'gainst back-grounds of full-blown blossoms, gay-patterned lawn umbrellas and ice clinking in glasses. The top is lacy with a climbing vine design; the round collar wickedly innocent; and for a playful touch, fat pompoms bob at neckline and belt. Take it in White, Coral Sky, Bijou Blue or Cockatoo Yellow (from better stores anywhere) and you'll feel set up for the season. The Bradley Knitting Co., Delavan, Wisconsin.

Handcrafted by Bradley



TONI FRISSELL



FROM DE PINNA; I. MAGNIN



FROM SAKS-FIFTH AVENUE

SCHOOL FOR CHARM

(CONTINUED FROM PAGE 93)

flat, to make ironing easy; or gingham overalls, and blue jersey slacks with striped jersey tops that button together (Saks-Fifth Avenue has all of these). What she couldn't use for her boy, she took back as gifts for little girls.

My English friend was particularly fascinated with the Palm Beach tailored suits for little boys that we saw at Saks-Fifth Avenue. She promptly bought one in dark blue and one in a natural colour, for summer dress-up wear. She pointed out that her six-year-old boy had reached the stage where he was insulted by hand-drawn thread-work, but that Paris offered no alternative. Other things that delighted her were the striped and dotted cotton ties for little boys. Also the quality and designs of our American children's lisle socks impressed her, and, of course, our regulation square-toed children's shoes were a complete revelation.

The same visitor liked the boy's mannish two-piece pyjamas and the smart double-breasted bathrobes that she saw in all the shops. These are unheard-of in Europe, and the lovely negligés and lounging pyjamas for young girls that she saw here made her laugh to think of the flannelette gowns and pyjamas of English girls and the linen nightgowns of little French girls. You can see one of the pyjamas at the right. They are made of spotted washable silk and are perfect for cart-wheels and head-stands. A grown-up tailored robe to match goes along with them.

Another Englishwoman visiting in New York was so carried away with the simple, but beautifully made brother-and-sister clothes at Best's that she went home with her trunks filled with models for her three children. She says that in London it is impossible to get clothes that match, for

sisters six and nine years old, and a boy of four, without having them made to order. Also, she admired our little girls' dresses that fell unbelted from the shoulders. Lord and Taylor makes a point of carrying many of the same dresses in both the infant's department and the six-to-fourteen-year-old department, for those who like to dress their children alike.

Among the other dresses that this visitor liked were the two at the top of this page—a little dress made of Sanforized-Shrunk linen, with deep inverted pleats to give plenty of room and a lawn bertha to look feminine. This is made in bright water-colour shades. The other dress, on the little girl flanked by daisies, is made of silk woven on linen looms, and it has a waist-line to make its wearer feel grown-up. (Continued on page 125)



FROM SAKS-FIFTH AVENUE; I. MAGNIN

IT'S NEVER TOO YOUNG—

(CONTINUED FROM PAGE 91)

matter of course, so that by the time the child does his independent washing, lotion will have become an established part of the routine. Incidentally, it is a tactful idea, conducive towards an interest in washing, to consult the youthful preference as to soap. A grand incentive towards facial cleanliness is one of those little facial scrub-brushes, again "just like mother uses." Some of these brushes come with their own soap, which makes scrubbing even more fun. Others look like bright coloured Easter eggs. A smart idea is to give one of these as a gift, which makes it just that much more valuable in the eyes of the recipient. In fact, this scrubbing develops into such an amusing pastime that it sometimes has to be supervised to see that it doesn't become too energetic.

Every mother knows that her little girl likes to do as she does, and a nail-brush just like mother's encourages regular scrubbings. Rubbing back the cuticle with a bath-towel after every bath is something that can easily be made a habit, and every time that oil or cream is used for any purpose, a bit should be rubbed over the cuticle. A great deal of missionary work can be done in the finger-nail field, and one of the fundamental factors is to instil pride in appearance. A little strategy goes a long way in this. One successful system is a coat of colourless liquid polish as a reward for every respectable looking finger-nail. This has proved a remarkable check in biting finger-nails and encouraging cleanliness, and works with small boys, as well as girls. Naturally, no mother is going to proceed in anything that makes her small son feel sissified, but this nail-polish apparently doesn't react that way. And the general feeling seems to be that you can't overdo the business of careful grooming with a small boy, as long as he will take it, because he is going to shed so much of it all too soon.

TOOTH TECHNIQUE

Tooth-brushing should, of course, be begun as soon as a brush can be pushed around in the mouth. A tooth-brush in a different colour from any other in the family instils a sense of pride, and even miniature tubes of tooth-paste help in the beginning. Never force a child to use a tooth-paste that he doesn't like. If he says he doesn't like the taste, take him at his word and buy him another kind. Consider mouth-wash as a treat and measure it out carefully as the reward for good brushing, but see that it is used regularly. The mouth-wash is a marvellous means of teaching a youngster to gargle properly, so that when serious gargle occasions arise he will be able to cope with them.

The dentist should come into the picture early in life—earlier, indeed, than some parents appreciate. For the idea that no professional care is needed until the second teeth are in is not only considered old-fashioned, but may prove dangerous. After the first teeth are all safely installed, it is a good idea to make a trip to the dentist just to see that all is well. If there are any real difficulties with first teeth, they should be cared for like grown-up ones, because, even though these teeth

are destined to come out soon, they shouldn't do so before their time, as their premature loss affects the structures which are vital to the proper development and placement of the permanent teeth. When the second teeth are all finally in, a dentist appointment is indicated, because it is then that any orthodontic work (teeth-straightening, in case you don't know) should be determined upon.

VISIT TO THE DENTIST

The visit to the dentist can be far less of an ordeal if it is approached in the proper manner. Take the young client to pay a preliminary purely social call. Let him meet the dentist and ride up and down in the chair. Your dentist will enter into the spirit of the expedition with enthusiasm, because he knows how helpful it will prove in sieges to come. One of the soundest practices that we have encountered is that of a young dentist who gives the youngster the dental air-tube to hold when the drill has to be used. If the drill hurts, the child can press the air-tube, and the dentist will stop drilling. You can be sure that the child will press once or twice just to see if the system really works. After that, he will play fair.

Any mother who manages to keep her youngsters' feet strong and supple is giving them one of the grandest starts in life. One mother of two of the loveliest little girls in New York detected signs of her own weak arches in her older daughter and whisked her off to a specialist who prescribed exercises and shoes made to order by an orthopaedic shoemaker. Foot exercise can be begun at the age of a month, when tiny feet and toes are manipulated back and forth, and even this simple procedure carried on through life helps to make sturdy, pliant feet. Children should go barefoot whenever possible, and walking on tiptoes is good for feet and something that children love to do. Shoes should always be bought at a shop where children's shoes are studied carefully and where the people who fit them know how to do so properly.

One form of exercise that many mothers who have themselves endured flat chestedness through the era of curves are passing on to their daughters is exercise for strengthening the muscles of the bust. You don't have to tell the child it is for that, but keep her at it, and she will bless you eventually. If girl babies' eyelashes are cut two or three times when they are very young, the lashes will grow luxuriantly. They should be cut with the greatest care while the baby is sound asleep, using nail-scissors with points turned out. And, finally, if, at the age of six, your little girl appalls you with a demand for silk underwear—don't assume an "I-can't-cope-with-this" attitude. Find out just how deeply rooted the idea is, and then, if it proves to be an emotional crisis, compromise and buy her a set in silk for best. The general point of view of sane, modern young mothers seems to be that it is better to give in gracefully than to have a mutinous little daughter, when the problem is one that doesn't affect her health or genuine welfare.

*Sticking
out your tongue
isn't polite*



—but it's the new test for

BAD BREATH!

Pepsodent Antiseptic offers you
a pure, fresh breath at $\frac{1}{3}$ the usual cost

THE good opinion of others is important . . . so don't risk offending them. Look at your tongue in the mirror. The minute you see a grey or brownish coating on your tongue, you may be guilty of impure breath. For a "coated tongue" condition exists in 75% of cases of bad breath, authorities now find.

Take this simple precaution. Use Pepsodent Antiseptic . . . as thousands already do. Pepsodent acts to remove tiny food particles from between the teeth. It helps to cleanse the lining of the mouth . . . to sweep away dead cells and particles from the tongue. It kills the germs it reaches . . . the germs often responsible for unpleasant breath odors. Your whole mouth feels more refreshed — you are confident that your breath is purer, sweeter.

We do not claim that "coated tongue" *always* means bad breath. But take no chances. Use Pepsodent Antiseptic.

Makes \$1 equal \$3

But in fighting "coated tongue" and halitosis, never forget the vital



*Why take chances on
impure breath?*

difference between leading mouth antiseptics. So many leading mouth antiseptics, you see, have to be used full strength to be effective. Pepsodent is safe when used full strength — yet it is powerful enough to be diluted with 2 parts of water and still *kill* germs in 10 seconds. Thus Pepsodent gives you 3 times as much for your money — offers added protection against unwholesome breath.

Look at your tongue TONIGHT. See what it tells about you. Then use Pepsodent Antiseptic to be sure your breath is above reproach. And always remember — a clean mouth and throat are among your best defenses against colds.

PEPSODENT ANTISEPTIC
Keeps breath pure 1 to 2 hours longer



Golf has caught onto our Curves!

Dear Mary:

At last men have discovered our secret! Though with bathing suits what they are, and most of us in no way backward about making the most of what nature has given us, goodness only knows why the discovery has been so long delayed.

But anyway, after the lapse of all these centuries that golf has been played, men have finally awakened to the startling fact that a woman can't swing a golf club in the same manner that a man swings it.

And not only have they made this startling discovery but they have done something about it!

The MacGregor people have actually brought out a new line of clubs that are fashioned to fit the feminine form, Lady MacGregor Stylized Clubs, they call them.

As you happen to be tall and willowy like this, there's a model that allows you to keep your hands in a normal position without causing the club head to point its nose straight down toward China.



For the "Little Women" there's another model that lets them get at the ball in a free and easy manner. They look something like this when addressing the ball.

Women who come in between these two classifications, also have a special model. This club allows them to take a stance like this—

in position for a free unhindered swing.

Then there's a very special model for me! You know I'm, well—rather well rounded, to put it in a manner that's kind to myself. I have to stand well away from the ball when I hit it if I don't want to stand too close to it after it's hit. And this model allows me to do just that.



Then to cap the climax, the MacGregor people have also developed a clever device called a "Club Selector." It automatically selects for you the Lady MacGregor Stylized Club that fits your height, weight, and grip.

Just in case you are interested, Lady MacGregor Stylized Clubs are handled by leading department stores, pros and sporting goods dealers. The Woods are only \$6.00 and the Irons \$4.50.

Anne

P. S. They're made by the same people who make the Dry Ice Center Golf Ball that Joe was talking about the other night.

CRAWFORD MCGREGOR & CANBY CO., DAYTON, OHIO
IN CANADA, ADANAC GOLF CLUBS, LTD., TORONTO



• The Lady MacGregor "Club Selector"



SHOP-HOUND TIPS

(CONTINUED FROM PAGE 100)

higher forms of creative art. Now I'm going to tell you about a sculptress who has turned milliner and feels that it is a step up. She designs at Bruck-Weiss, on West Fifty-Seventh Street, and her boast is that a hat can be sculptured to bring out the best features in a face. I am heartily in accord, only it seems a revolutionary step. Anyway, she is forging ahead with her ideas, and she is uncannily good at it. She can take a long Hapsburg chin and shorten it to the casual eye by the shape into which she moulds the hat. Katharine Hepburn has made us all desirous of high cheekbones, and, although we can't have them raised actually, we can create the illusion with the help of the proper hat and a little well-placed make-up. And there is no question but that a hat can make the best or the worst of your eyes. Whether you believe in all this or not, the hats that this designer makes for individuals at Bruck-Weiss are excellent. The prices start at about \$23.

• Elizabeth Arden started out with one large word firmly embedded in her mind—Beauty. She has never lost sight of it—and it has proved to be an extraordinarily profitable guiding star. It has led her thoroughly through the cosmetic field, on to exercise (now we find that exercise should come before cosmetics in chronological order), and, since lingerie and perfume are indelibly associated with feminine beauty, they, too, have automatically found their way into Elizabeth Arden's salons. In New York, in her Fifth Avenue salon, you get a delicate impression of chiffon scented with a perfume named "For Her." When you look into the chiffon situation more closely, you find layers and layers of it in varying tones shaken together into a devastating tea-gown that floats out dramatically behind you. I saw the apparition in beige, henna, and orange, and it kept me awake that night thinking up the impressive entrances that I could make in it. There are printed chiffon nightgowns here, and plain ones, all thoroughly steeped in beauty. Miss Arden has brought us a few feminine bathing-suits—no, not of chiffon—of plaid taffeta and even field-flower printed challis—fabrics exclusive with her. They are lined with wool jersey and have coats to match. The prices start around \$20 and go up to about \$100.

• Blue shoes are a summer essential—nothing goes better with dark printed dresses for town or, in sports models, with clothes for the country. The Andrew Geller Shoe Company, at 525 Fifth Avenue, have their shelves full of blue shoes for evening, street, and sports wear. Lots of these shoes are in fabric combinations. I liked the gabardine pumps with patent leather trimming. There are blue pigskin Oxfords with Cuban heels that would be excellent for the woman who can't be comfortable in flat heels. The prices range from \$8.75 to \$12.50, and the same shop has bags thoughtfully made to match many of the models.

• You have to buy summer girdles just as you have to buy summer clothes. These girdles needn't be fine and expensive, but they must be light and

good for many washings. Franklin Simon has a group of pantie girdles made by Hickory that are particularly fitted to summer needs. Among these are knitted Lastex panties with silk jersey crotches for comfort (about \$1.95); and short satin Lastex panties for evening or to wear under beach shorts (about \$3.95). There are garterless girdles with leg straps to keep them down (about \$1.95), and every type of girdle. These all wash beautifully and are light and porous, with no bones or reenforcing to make you conscious that you are wearing a girdle.

• Rose Meyer has combed through the Paris Spring Collections and filled her shop at 519 Madison Avenue with copies of the very best numbers, particularly in evening dresses. Of course, she has Mainbocher's "La Petite en Noir"—that amusing black net with satin ribbon stripes in the full skirt and a net cape with a hood, which every magazine and newspaper has claimed as its own. Despite its popularity, it's one of those dresses that would be good, even if it were a uniform. Perfect for dancing. She also has that navy-blue taffeta of Lelong's, that has a white organdie circular flounce from the knees down and organdie sleeves in the jacket—so completely young and attractive looking that it arouses the protective instinct in your escort. There is something fragile and appealing about net; witness the Ardanse model in black with large white flowers embroidered all over the voluminous skirt. Miss Meyer has one of the best Chanel lace evening gowns, a most beautiful Vionnet white peau d'ange moire taffeta, and innumerable other excellent copies, all costing from about \$40 to \$50.

• Notes on planting your spring penthouse garden: it is the fourth of May—a warm Saturday afternoon. You take a big stretch in the sun and have your garden chairs and your awning brought up from the basement. You look at the evergreens you planted last year, thinking that the job was done once and for all. They are brown and moth-eaten, and joy leaves your heart. New York isn't very kind to penthouse gardens, soot and cold ruin them in winter, soot and lack of sun (remember your awning) ruin them in summer. If you have a penthouse and really want to enjoy it, you might as well be lavish and replant it every year, calling in a good, understanding florist to help you. Max Schling is fine at this. He says that he never uses wooden boxes—why not brick? Brick is no more expensive and much better at holding moisture. He suggests plenty of English yew for evergreen hedges, and Japanese maples with their brilliant reddish tones are fine for clumps. If you can provide enough sun and water, you can have any bright flowers, but it's better to have a trained gardener call for a few minutes a day to care for them than to rely on a butler who doesn't know which end of a watering-can is which. Also, plants and flowers must be kept clean, or they will smother with dirt (think how you'd feel day and night on a roof, with no baths!). (Continued on page 122)

*Rustles of spring * at the*

GREENBRIER



The pictures your imagination promised for Springtime . . . the things you dreamed of doing . . . the fashions you saw yourself wearing . . . come to life at The Greenbrier. For here Spring fulfills all expectations. The entire countryside is blossoming—for the world's being born all over again in the mountain-rimmed valley of White Sulphur. In the warm May sun and the bracing mountain air, golf and tennis and riding give the keenest pleasure. Companions are gayer. Each drink of the tonic White Sulphur Spring water is a toast to zestful living. Mind and body renew themselves. Keep your rendezvous with Spring—at The Greenbrier.



White sulphur springs
WEST VIRGINIA

THE GREENBRIER AND COTTAGES. • L.R. Johnston, Gen. Manager

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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S-3809	1.00	702340
S-3813	1.00	702465

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Truly indispensable to the woman whose skin is subject to eruption and blemishes is Deleltrez Open Pore Wash. Substitute it for soap and water and see how quickly comes genuine skin betterment. It corrects choked pores and overcomes the cause of blackheads, leaving the skin clearer and purer in texture.

If pores are embarrassingly enlarged use also Deleltrez Pore Reducer—an exceptional lotion, mildly astringent and most effective. Even enlarged pores may be reduced to almost invisibility.

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Pore
Wash
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Silk linens won't wrinkle like ordinary linen, because they're pure silk, yet they have that cool, spick and span look. They'll wear and wash through a whole Summer without any fear of shrinking or fading. In pure white, natural, and a whole range of heavenly pastels.

Two models from a charming selection of Towndale Frocks in silk, linens and cottons, with the inherent good tailoring and fit of dresses many times their price.

The models illustrated sizes 14 to 20 are \$650.

EXCLUSIVE AT THE LEADING STORE IN EACH CITY

New York.....	GIMBEL BROS.	Montclair.....	MISS FRANCES SHOP
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Minneapolis.....	J. W. THOMAS & CO.	Youngstown.....	STROUSS HIRSHBERG CO.

If you cannot find Towndale Frocks in your community write Maiman-Sanger, Inc., 462 Seventh Avenue, New York.

TIP-TOP FOR DOGDOM

(CONTINUED FROM PAGE 41)

Early on the morning of Saturday, May 25, an army of cars will begin to converge on Madison, New Jersey. Never have there been any traffic jams, although last year's classic saw fifteen thousand people milling around on the grounds, for the familiar yellow arrows make losing the way impossible and special police keep the parade moving to Giralda. Arrivals at the parking field are handled with speed and dispatch, and very shortly after the scheduled ten o'clock, judging begins.

What novelties may be introduced into the immense canvas this year are still hidden in the brains of Mrs. Dodge and McClure Halley, but the 1934 picture was impressive enough to be more than sufficient, even without additions.

Huge tents, decked with the flags of all nations, surrounded the vast enclosure. The luncheon tent was big enough to take care of Mrs. Dodge's three thousand guests. The benching tents were equally out-sized. The press and the telegraphers had a building of their own. The judges relaxed in a cottage with a cheery log fire. The superintendent's house in the centre of the field, open-sided and brightly

awned, was done in white clapboards and green shingles, with miniature replicas dotted about for the distribution of catalogues. The Trophy House held a glittering collection of silver laid out on purple velvet. The Observation Tower gave the camera men a chance to shoot the whole Show.

Everywhere, the Club colours flung out their gold and purple—in tall-staffed pennants, from orange umbrellas over the judges' tables, in the purple-on-white costumes of the moving attendants, and from the covers of the great catalogues that everybody took home as the Blue Book of Dogdom.

Last year, the Cockers led in point of numbers—with one hundred and ninety-one entries. This year, speculation is rife, considering the way the Dachshund registered at the Garden. Last year, Gunside Babs of Hollybourne took Best in Show into the camp of the Sealyhams. This year—who knows? The one thing that can be accurately prophesied is that The World's Most Magnificent Open Air Dog Show will be bigger, better, and more exciting than ever.

SHOP-HOUND TIPS

(CONTINUED FROM PAGE 120)

A penthouse garden is a great responsibility, but, since you took the apartment solely for the penthouse, you might as well enjoy it.

• I've added to my collection of good women's tailors, one P. Basile and Son, at 17 East Fifty-Third Street, who make superb man-tailored suits. Mr. Basile, *père*, has always been a tailor, but he educated his son to be a violinist. With things as they are with musicians, the son had the good sense to follow the family tradition and go into business with his father. There is just that touch of artistry in their tailoring that distinguishes them from the regular classic tailors—and it is a good touch. At the moment, this establishment is doing well with light-weight Rodier wools and linens and cottons for summer. Suits start at about \$75, and tailored and sports dresses at around \$50.

• If you read this column often, you should know by now Shop-Hound's passion for service addresses. This time, it's dry-cleaning—The Landsman Method, in the Waldorf-Astoria. I was looking at the Cellophane dress that I mentioned a few paragraphs ago, and I asked if it could be cleaned. "Landsman can do it," I was told, and then I looked into the matter and found that he could do anything in the way of cleaning. If you've had the experience of having an expensive dress shrunk or stretched out of shape, you will appreciate his care. He blocks his clothes back to measurement after cleaning, and you can count on any torn seams or buttons being fixed. You really get private maid service thrown in. The cost of cleaning a gown is from about \$3.

• Having begun with the "Sweet Girl Graduate," I will end on the same note—although the phrase is one of those traditional expressions to which there are a lot of exceptions. Watch any girl shopping with her mother for a graduation dress and you will see what I mean. The mother pictures her in ruffles and lace, her school regulations call for sleeves and simplicity, the daughter imagines herself in a long, sleek, sophisticated gown, and the sales girl wants to sell her anything that the shop has in white. The ideal solution is for the third party to be an intelligent diplomat who understands the situation and can satisfy the school, the mother, and the Sweet Girl Graduate. It's not impossible to find such a person; try Mrs. Pleasants Pennington, for example, at Chez Rosette, 417 Park Avenue. In the past two or three years, many of her friends have had graduating daughters on their hands, and she has heard enough woes on the subject to be an authority. She has plenty of sympathy with the daughters, too, and sees no reason why they should look like inmates of an orphan asylum, due to old-fashioned school regulations. Mrs. Pennington's dresses are all ready-made, but that doesn't mean that she can't get you anything you want or have a dress that you like made up to fit your needs. She is good at finding dresses that take that gawky look away from the fourteen-year-old graduate. Her dresses cost from about \$14 to \$35, and you can count on Mrs. Pennington's finding one that can be worn as a party dress all summer. She is a good person to keep in mind for bridesmaids' dresses, too—a real find for a bride who must consider her bridesmaids' purses.

ELIZABETHAN CAMPUS: BRYN MAWR

(CONTINUED FROM PAGE 112)

of Lantern Night takes place in the library cloisters. The Freshmen, wearing caps and gowns for the first time, file in silently and stand in a large semi-circle while the Sophomores come in on either side of the cloisters, carrying the Freshmen lanterns and singing the Greek hymn "Pallas Athene." After each member of the entering class has received a lantern, the Freshmen, singing a Greek anthem, march out of the cloisters and parade to Pembroke Arch for Senior singing.

"On the following Sunday every Freshman makes an informal call on her 'Lantern Girl,' i.e., the girl whose card she finds in her lantern."

It is considered a great sign of luck if, during all this, a Freshman gets candle drippings on her gown. These drippings are fanatically guarded and treasured for four years.

Bryn Mawr is very much of a singing college. The glee club flourishes, the music department thrives under Mr. Alwyne, every fête-day has its songs. Apparently nothing delights a Bryn Mawr undergrad more than to burst into a Greek hymn.

P's and Q's for Freshmen are very mild. They are not supposed to go up the front steps of Taylor Hall without being asked by an upper classman; and they are supposed to open doors and be generally helpful to their superiors. And the tassel on their mortarboard must, of course, hang down left front and nowhere else.

Smoking on the campus is allowed only in the dormitory smoking- and sitting-rooms, on the tennis-courts, on the lower campus, and sections of Goodhart Hall. Naturally, not a drop of liquor in or out of sight.

AFTER DARK

Girls who stay out after ten-thirty have to have permission from one of the board of Student Self-Government, whence all these rules and their enforcement issue. (Bryn Mawr was the first college to be governed intramurally by its student body.) The board is very explicit about the night-hours: a girl can stay out until eleven-fifteen if she eats in the village, escorted; till eleven-thirty if she goes to the movies; till twelve-fifteen for movies, theatre, and concerts in Philadelphia; till two for private parties or informal dancing at any "reputable" place; and till three (what glory!) for formal dances.

For week-ends away, the student must "sign out" in a book in her dormitory hall, telling where she is going, how, and when she expects to be back.

When the campus gets on their nerves, Bryn Mawr girls flee to the "Greek's." The "Greek's" is a confectioner's shop in the village where they get soft drinks and sandwiches and listen to a nickelodeon strongly reminiscent of the San Francisco red-light section. Sometimes they dance to its gaudy but doleful rhythms, sometimes they peer through the wooden grills that separate the tables, at Haverford and Ardmore youths.

Or they go to the College Inn around tea-time and eat a whole plateful of plain spinach. This is apparently a college passion, amounting to a positive craving. If their mothers knew! Naturally it's impossible to general-

ize about the thoughts of four hundred girls, but there are communal trends and communal likes. And Bryn Mawr undergrads have certain faculty pets; Miss G. G. King, the humourful grey-haired whirlwind who teaches history of art; Miss Donnelly, another famous veteran, bird-like and winning, who heads the English department; Doctor and Mrs. Max Diez, who teach German and geniality; Miss Swindler, who discourses on archaeology. All these are Bryn Mawr institutions, and thus venerated.

The small, sparse, keen-faced president of Bryn Mawr—Miss Marian Park—commands their entire respect, because of her rare combination of impersonality and sympathy. As a matter of fact, the whole atmosphere between faculty and students is very informal and easy. Because Bryn Mawr is so small a college, each girl can know not only every other girl, but every professor, every instructor.

As far as reading is concerned, there seems to be a genuine absorption among the word-minded in James Joyce and Virginia Wolff and those conversationally inseparable British poets, Auden and Spender. Gertrude Stein, who lectured there this winter, apparently impressed them all.

The student body publishes two papers: one called *College News*, which is purely factual and reportorial; the other called *The Lantern*, which is excessively literary.

In sports, they are particularly keen on tennis. A goodly number of students, to the intense amusement of the others, take "natural dancing" under Miss Petts, whose garb and movements stem perceptibly (but with far greater decency) from the Greek vases. Miss Petts also conducts a required course called "Body Mechanics." Once a week, all the girls are taught how to walk. "Pretend that you are being suspended from your sternum," advocates Miss Petts, among other things. The results are apparent. Bryn Mawr girls do walk well.

HISTRIONICS AND LIFE

Bryn Mawr is notably drama-minded. Once a week Dr. Latham comes up from Barnard and gives the girls training in actual play-writing. The students write short plays and act them. If the plays prove to beactable, they are later put on with more finish and more audience; if not, the girls find out why—and shelve them. Every year the Varsity Dramatics put on two big plays in Goodhart Hall. And at the moment of writing, the advanced French students were rehearsing in Maeterlinck's "Sœur Beatrice" under the forceful direction of Mademoiselle Rey, who would interpolate directions in the flow of French rhetoric: "*Sacrilè-è-ge, sacrilè-è-ge (virgule respiration), sacrilè-è-ge!*"

As far as the undergraduate attitude towards life is concerned, the pendulum has swung since the days of feminism that inaugurated Bryn Mawr. Out of twelve students, ten definitely want to marry and found homes. Only the really earnest have career intentions, and they are a decided minimum. All of which ought to cheer the heart of man.

M. M.

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THIS PARENT BUSINESS

(CONTINUED FROM PAGE 87)

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for granted the "career" of a boy). These are certainly three aims founded on common sense, and it would be gratifying to report further to our readers that these thinking, gracious parents also agree on *how* their young should be disciplined, taught to spend money, and develop their talents. It would be gratifying and very scientific in appearance—but it can't be done, partly because children, being individuals, require individual methods, but chiefly because parents are pretty individual themselves. Their methods of, for instance, enforcing discipline are consequently as interesting as they are varied.

Mrs. Boothe Brokaw, for example, believes that the old idea of "Be good and you'll be happy" is fallacious. "It's just the opposite," she says. "A child must be happy to be good." When her small daughter teased her maid, precipitating an emotional storm which, in many households, would have been settled only after tears, arguments, apologies, and bed, Mrs. Brokaw inquired calmly whether teasing the maid had really been fun. Her daughter, being an honest child, admitted that it had not been exactly the peak of gaiety.

"And were you really happy doing it?" pursued Mrs. Brokaw. Her daughter considered this deeply, and decided that she had not been. "Then," said her mother, "you might have guessed you were being bad. And if you weren't being good, and it wasn't fun, and it made Mary unhappy—why do it?"

SPARING THE ROD

Not every child reacts to logic so happily, however. Mrs. Alton Brody (who is, of course, Elizabeth Cobb, the writer) admitted that her young daughter once committed a crime so heinous that reason seemed hopeless and spanking the only possible penalty. That one spanking has lasted years. But the same method, applied to Mrs. Brody's son, had unforeseen results. He promptly went out-of-doors and threw rocks at the house. Subsequently, his bewildered parents found that standing him in a corner was equivalent to life imprisonment; for him, boredom was more painful than violence.

"When I discipline them, I explain all the reasons for things anyway," Mrs. Brody hastened to add, "because some day they'll begin to understand—and how can I tell when that day will be?"

Mr. Leslie Howard, on the other hand, is less interested in the actual discipline of his two charming children than an American father might be. The necessity for discipline he takes for granted, but he is very definitely of the opinion that it is best taught by nurses, governesses, and schools—institutions, in fact, which are paid to be (among other things) unpleasant. One can not imagine Mr. Howard allowing his offspring to get out of hand, nor would he undo work done by nurses and schools. But he, like most parents, says that he wants to enjoy his children.

One American mother agrees with

him so heartily that she has invented the solution to her problem—a chart. Mrs. John Harriman says, "I can't have any companionship with my son if we have to spend our hours together discussing his shortcomings. So we put it all down in black-and-white and forget it while we're together."

This chart records the things that Mrs. Harriman's son has done or left undone, as the case may be; and for every lapse, a mark is made on the chart. Due to very early training, there is no argument about these decisions, because Mrs. Harriman has taken such pains to be sure that she is right in any decision that now a decision once made is never questioned. Ten marks on the chart mean deprivation of the Sunday paper—a hideous penalty, worth thinking twice about. This system has worked like a charm, combining to a perfect degree a sort of silent correction with hours of real and delightful companionship. And, quite recently, it abruptly developed a cooperative value as well. On the bottom of the week's chart, Mrs. Harriman found a small note. It said: "Three marks for Mother, for getting ink on bedspread."

MAKING ALLOWANCES

As to teaching the value of money, parents are unanimous in their decision that regular allowances, while they by no means solve the problem, at least begin to solve it.

Mrs. Frederic King finds that one of her twin sons is lavish with his weekly dime, while the other hoards his wealth and shares the proceeds of his brother's allowance. Mrs. King says that she often wonders which of the two is really learning the value of money! Mrs. J. Henry Alexandre, whose sons are much older, has, nevertheless, a similar situation. The eldest boy is constantly in debt to his younger brother; he pays his debts honourably and invariably borrows again soon afterward. Mrs. Harold E. Talbott has the same problem in her two daughters, one of whom is extravagant, the other instinctively saving. Mrs. Talbott tries to educate them in matters of finance by telling the relative prices of everything she buys, and she finds that both of them are interested—at least in theory.

One mother found that the solution to easy spending is the old-fashioned one of difficult earning. When her small boy went on a three-dollar spree, he found that no more nickels were forthcoming for an appalling length of time—until, in fact, he earned one by putting up the fixture for the kitchen roller-towel!

The third credo of most modern parents—careers for daughters—is often shared by the daughters themselves at a surprisingly tender age. Miss Mary Kennedy's daughter, at five, wanted to write a book, so that she could travel. Mrs. Brokaw's daughter, who is not very much older, has begun to worry about her future, because she isn't at all sure *what* she will be.

This does not mean that every little girl is thinking about having a profession, but it does mean that the idea is in (Continued on page 125)

SCHOOL FOR CHARM

(CONTINUED FROM PAGE 118)

As for good first evening dresses—these are hard to find, since no one knows quite what to do about growing girls. The ideal dress is neither sophisticated nor fussy, and both mother and child should be happy about it. Miss Antoinette and Miss Mary Pinchot, who are shown on page 86 sitting in the Alice in Wonderland chair (from the Civic Repertory production), are perfectly dressed and might well be exceedingly pleased with their appearance. The dresses have everything to recommend them—including the exciting swish of taffeta. The elder sister's dress is of pink taffeta with rows and rows of stitching on the collar and on the hem, to make them stand out. The conservative décolletage is slit in back to give just a hint of formality. Antoinette Pinchot's pink net dress has a deep hem lined with taffeta.

In return for all these compliments on American children's clothes, I admired the white duck middie blouses and shorts for boys up to ten years that Best has brought over from England. This shop has a corner of the boys' department devoted to English clothes, and you can find those nice

collarless grey flannel suits there, than which nothing is in better taste.

One more word about boys' clothes; Saks-Fifth Avenue has denim and cotton gabardine shorts for summer that are as well cut as woollen ones. They are made in good greys, blues, and greens, and you can get mesh shirts to match. They are cool and can be worn with no underwear.

Good summer coats for children are hard to find, as there is so little demand for them. However, Bonwit Teller can always be counted on to produce something unique. This shop has a pongee coat with a double cape collar and a tricorne to match (an extremely becoming type of hat for children), and they also have well-tailored linen coats for both boys and girls. Best has adorable piqué and corduroy coats for very small children, in case you've been wondering where you could get them.

Altman has something unique for little girls in their dresses and bonnets made of chintz, designed by Gwenth Waugh. They are very Early American and quaint—but not too much so—with full skirts and basque waists. The bonnets are very alluring with rick-rack braid trimming.

THIS PARENT BUSINESS

(CONTINUED FROM PAGE 124)

the air, and that parents are prepared and eager to encourage any real talent their daughters possess, whether it is a talent for secretarial work or surgery.

Obviously, the importance placed in modern upbringing upon the value of money and the necessity for careers or professions is a natural result of the times—a sudden, disturbing facing of reality. Mrs. James Forrestal speaks for hundreds of mothers and fathers when she says that, to her, one of the main problems in the upbringing of her children is that of "toughening them up enough to enable them to cope with increasingly difficult and insecure times."

There is another difference between this generation of parents and the one that preceded them: in spite of firm beliefs, they are able to take a far lighter and, at the same time, a more realistic attitude towards certain moral questions. Ask a mother whether she would feel morally outraged if she knew that her daughter had kissed a beau good-night, and watch her giggle reminiscently. "Don't quote me for goodness sake," she'll say, "But of course I shouldn't mind." Then she is apt to grow more serious and to continue, "But if I did, I'd know better than to make an issue of it. If I thought my daughter was going too far, I should treat the situation with every bit of tact and knowledge I had."

Mr. Boris Von Arnold, the child psychologist, who is also a parent, says: "If a child is taught what used to be called the facts of life completely, honestly, and *early* (so that there will be no shock), by the time the child reaches the dangerous age, he will have developed a personal discretion which is the surest safeguard a mother can provide." We found that intelligent mothers handle this matter in exactly this way—by

answering frankly and fully every question that they are asked. Sometimes, they provide their children with simply written books on the subject. In any case, they all find that if a child is too young to grasp all the information offered him, he will simply forget what he can't understand and come back to it later.

The problem of adolescent behaviour they treat when it arises, as simply and honestly as they have treated this earlier part of their children's education. It is not the old-fashioned moral standards which have changed, but the approach to them.

There is very little formal religious education among the young to-day, and, with few exceptions, mothers agree that a knowledge of Christianity, through Bible stories or, in some cases, Sunday School, is enough. When children are old enough, they can decide the religious question for themselves. Self-respect, these parents feel, is a better guide to decent behaviour than the somewhat ephemeral beacon of a childish faith, which is all too apt to be outgrown just when the child needs it most.

But in the last analysis, parents to-day believe that children are people with preferences and characters of their own, who need guidance and deserve respect. They want their children to have as much freedom as possible, but they want to teach them the use of that freedom first.

We like, especially, the interpretation of the whole modern attitude, as it was expressed by one delightful mother. "I don't want my child to go to school and learn to bake whole-wheat bread and do batik," she said firmly. "I want him to get along with other children, and be as attractive and valuable a member of society as possible. I just want him to be civilized."



● (Style No. 1150) Scalloped bertha with surplice closing. Contrasting flower. Grosgrain two-color belt. Colors: Brown-and-aqua, black-and-red, navy-and-red. Sizes: 16-18, 38-46.

● (Style No. 1147) V-neck with jabot. Flower trim. Elbow sleeves with ruffle. Grosgrain two-color belt. Colors: Black, brown, navy and copen. Sizes: 16-18, 38-46.

● (Style No. 1148) Shirt frock with flattering details. White cuffs and collar bound with Voilay. Contrasting buttons and buckle. Inverted pleats in skirt. Colors: Brown, navy, copen and black. Sizes: 14-20

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POTTIER, PARIS

- The topmost hand in the photograph above wears J. Suzanne Talbot's new plaid taffeta glove for day—in gay, fresh tones
- Second (coming down the pole) is a short glove of white galuchat, treated by Alexandrine so that it is as smooth and supple as though it were made of kid
- The third glove is from Alexandrine, too—of velvety beige calf, buttoned on the sides
- Fourth (coming down) is Alexandrine's new black suède glove embroidered with small flowers
- Hermès used gazelle kid for the last glove and fastened it with a decorative clip at the left side

COMING OUT IN PARIS

(CONTINUED FROM PAGE 56)

and puts them in nurses' uniforms. An accomplishment that will come in handy for war or for wifehood. They never lose sight of that wifehood angle. Come what may, nothing will catch them unfit in domestic talents. They're hardly out of their pinafores before they learn how to run a big house, supervise a good cuisine, and be the perfect hostess.

The outside world may be unaware of it, but many are already great beauties. Jacqueline de Lubersac and Florence Porgès quite blindingly so, and Maria de Yturbe one of the clever moderns who puts across charm, at-

tractiveness, and personality, without classic features. They all dance well—waltz, tango, jazz, even a conservative Carioca. They smoke, spread on make-up with a cool, sure hand, are frank, poised, casual, modern—even though they still do little-girl curtsies to their elders, submit docilely to heavy chaperonage everywhere, pay dutiful visits to aunts and uncles, wear mourning, and never taste hard liquor.

They know that a crack has been made in their antiquated, sheltered life. Not a very wide crack, but they have hope—perhaps in the not too distant future, life will begin at eighteen.

NOBLESSE OBLIGE

From May 14 to May 20, The New York City Cancer Committee is having a vitally important exhibition at the Plaza Hotel. During this week, every one is cordially invited to see a demonstration of the services offered to cancer patients by the Committee and the various hospitals in Greater New York. By such an exhibition, the Committee hopes to further its work in controlling cancer by educating the layman. You, yourself, can help in this work by buying and using "Fight Cancer" labels on your packages. Labels can be obtained direct from The New York City Cancer Committee



STEPS IN SUMMER CHIC



- The white striped organdie dress worn by the first girl graduate (above) has just a touch of sophistication in its bias skirt; Saks-Fifth Avenue
- (Centre) Broad bands of shirring trim this white net dress. From Franklin Simon
- The white matelassé organdie frock (third) has crisp pleatings; Saks-Fifth Avenue



- For the girl who has outgrown childish clothes—this yellow Sanforized linen dress, with a yellow plaid cotton homespun jacket; De Pinna
- Her brother wears an English white duck blouse and shorts. From Best
- The first seagoing youngster at the right gets a maximum of sun in her hand-knitted blue wool bathing-suit; Best
- Waves and a boat adorn the child's play-suit of bird's-eye fabric; Bonwit Teller
- The eight-to-twelve-year-old girl (bathing group) may wear a jersey suit in shell-pink that's grown-up enough to please the young lady; Best
- Dark knitted trunks are worn by the small boy bather above. Best has them
- The first little girl at the right is charming in a dress, hat, and sleeveless coat of pongee. Bonwit Teller
- Green linen is fresh and cool, too, for the brother-and-sister costumes, appliquéd in navy-blue, white, and light green. And note the little hats to match. From Marcelle Julien



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JUST wafted over to us from Scotland is our new Braemar sweater called Featherweight. It tips the scales at just about two ounces, and for sheer beauty rings the bell! Featherweight is pure silk and cashmere, knit together in a subtle new stitch. Of thistle-down softness and lightness, it arrives in a little matching envelope case so you can tuck the whole thing in the pocket of your sports coat. White, turquoise, pink or mais. \$15.



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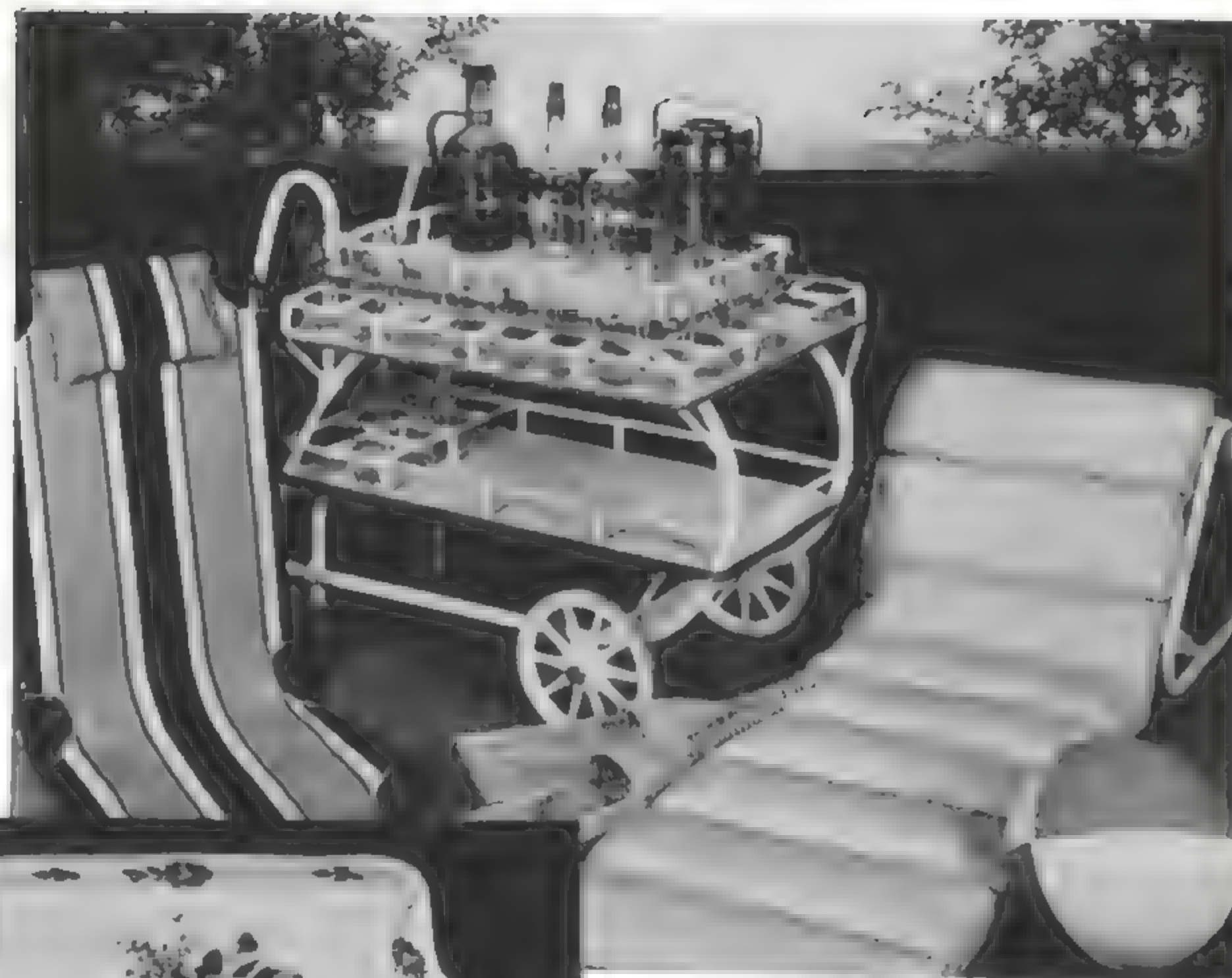
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- Macy's has the china service, complete and replaceable

BACK TO THE FARM

(CONTINUED FROM PAGE 84)

1939. And it has everything—ice-cream trays in four sizes; kidney-shaped salad-plates that reminded me of Paris restaurants; a large compote with a decorative lid for those days when you can not bear to rob the garden of flowers for the centre of the table; a teapot that holds more than a dozen cups of tea; and, best of all, coffee-cups twice as large as any I have seen before. The coffee-cups are fairly redolent of country morning breakfasts that start any time after nine and drift along until lunch, with the last cup of coffee taken out to the porch and finished in the sun.

One service, only, makes a monotonous table. To lend variety, I picked up at Hammacher Schlemmer's some individual clay marmites. They have close-fitting covers and two neat little

handles. Casserole dishes, soups, and stews are specially savoury when served this way and keep hot in spite of dilatory guests. Marmites have that nice "homely" look which makes them charming for country use.

An appearance of freshness is as essential to the country breakfast as bacon and eggs and hot breads and marmalade and fruit and hash! Glazed white pottery or earthenware has a freshness that nothing else has. And so I was delighted to find, also at Hammacher Schlemmer's, some generous barrel-shaped milk and cream pitchers in several sizes of fluted, white glazed earthenware. Matching the pitchers nicely were eight fluted, white oven china ramekins with handles and covers, and a white wire tray for carrying (Continued on page 129)



The complete picnic is provided for by these smart and serviceable accessories—lined hampers, an ice-container, wooden dishes, stainless steel cutlery, and a thermos bottle. From Macy's

BACK TO THE FARM

(CONTINUED FROM PAGE 128)

them. I found here, also, the breakfast fruit dish for which I have been looking for years. It is fifteen inches across and of white glazed pottery.

For my salad course, I found (again at Macy's) a deep bowl of olive wood. The bowl is a dark glistening brown, and the wood still has the faint, sweet smell of olive-oil. It is large enough for a dinner of twenty and handsome enough for a table decoration. You can see this bowl at the bottom of page 128. To go with it, I bought some of those new wooden plates that are made in several sizes. They are smart for salads, yet so simple that they are perfect for the farm table.

Country silver has always been a problem. Sterling or even plated silver is too often stolen, and polishing is always the extra job that the maid in a busy household puts off. And the country household with its innumerable guests is perpetually busy! At Macy's, I found the solution—stainless steel knives, forks, and spoons. They are solid and well designed, and they have none of that "tinny" look that substitutes for silver so often have. They even have style.

Try as I may to avoid it, sooner or later I find myself preparing for that inevitable summer institution, the picnic. It is convenient to have everyday things that can be used for the picnic, and the salad bowl, wooden dishes, and stainless steel knives, forks, and spoons fit right in. Most of the rest of the paraphernalia is useless for any other purpose, but Macy's makes it cheap and practical, which is some compensation. For instance, there's a bottle basket with a wire rack that keeps bottles upright, and a picnic basket about a foot and a half long, with two handles—an excellent feature,



Macy's has these glasses for long drinks to short ones, as well as the decanter markers

as the load is always too much for one victim. The two baskets match trimly. There's a thermos ice-jug—very smart in chromium and black, large enough to supply a score of glasses. There are a non-breakable thermos bottle, sturdy wood glasses for the kind of person who can't cope with paper cups, and, for those who can, waxed paper cups that will withstand even hot drinks. (All of these are shown on page 128.)

A major summer sport, if not the major summer sport, is drinking. And glasses are a pleasant hobby. Particularly at Olivette Falls, where I found some simple barrel-shaped water-tumblers with a straight-cut flute design about an inch wide around the centre. These tumblers are part of a set made to her order, which will be open for five years or more. There are, also, small tumblers for orange-juice, tomato-juice, or wines. There were water-goblets and stemmed wine-glasses for more sophisticated tables, champagne glasses sturdy enough for the sherbets of more humdrum days; finger-bowls and large "cream soups" in which the jellied soups of summer would look particularly inviting.

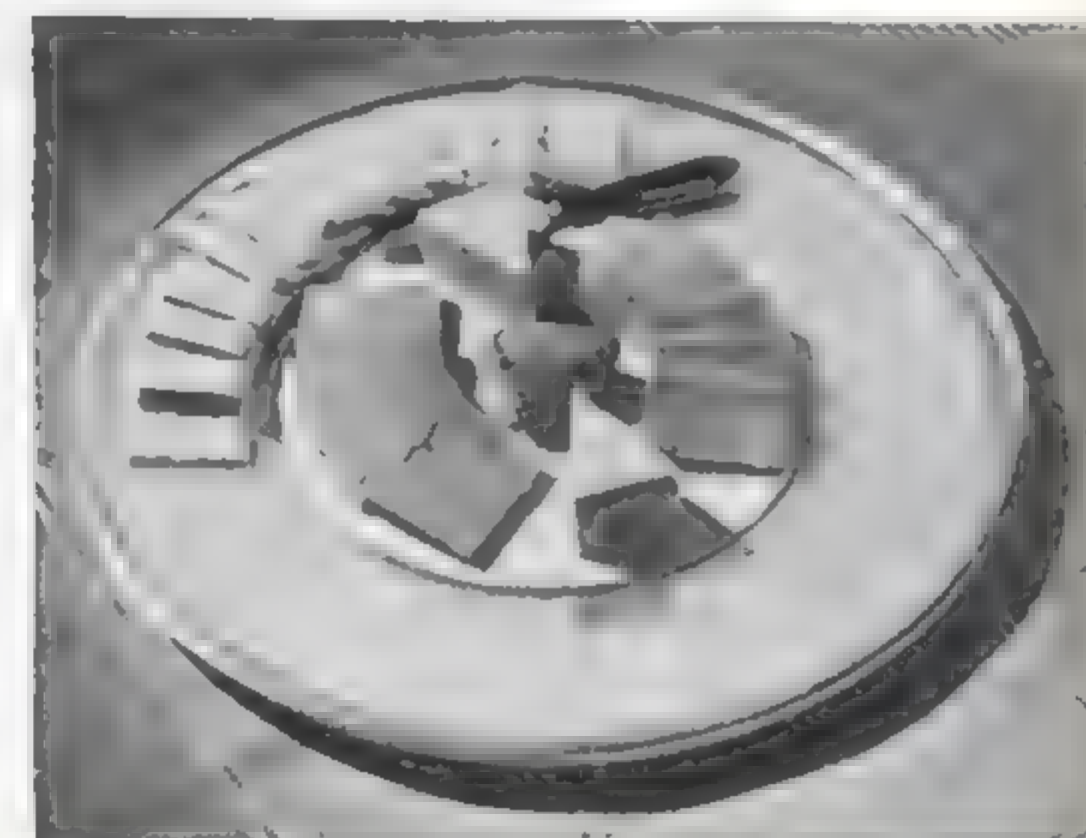
For lawn drinking, I found a gay cocktail wagon in the new Play Hour Shop at Abercrombie and Fitch (this is shown in the photograph at the top of page 128). It's immensely practical, (Continued on page 130)



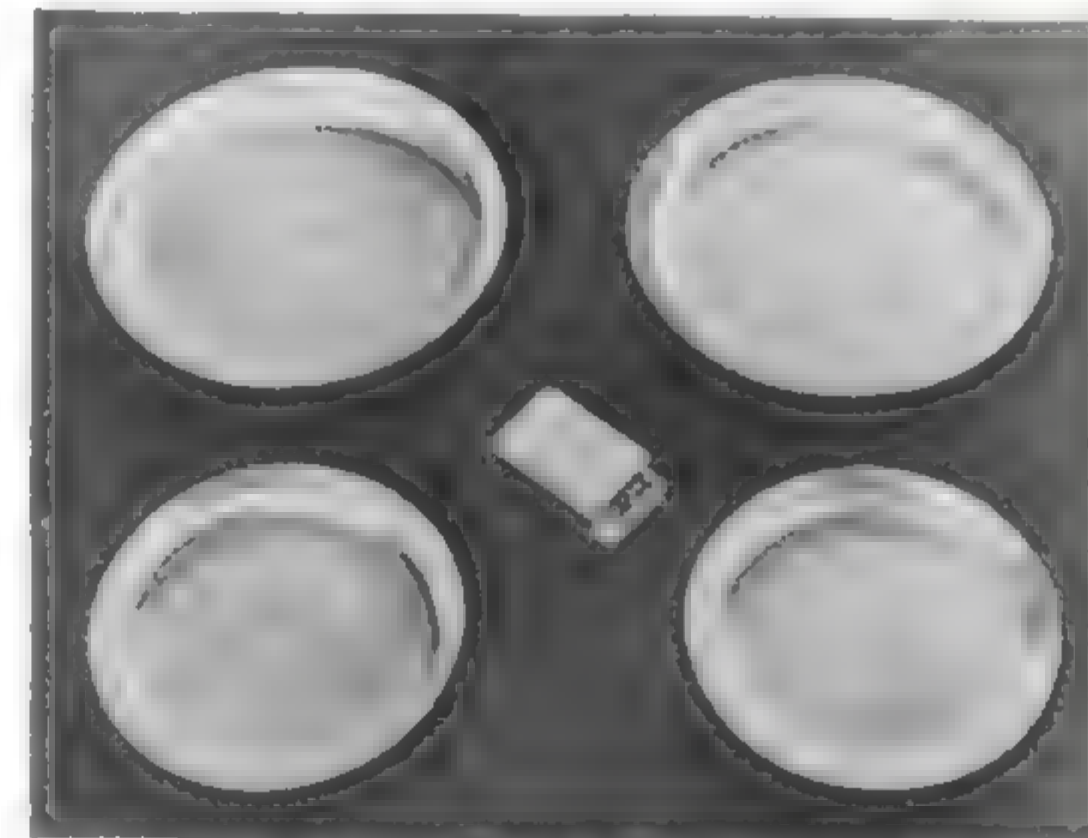
Gardening is fun with these ingenious tools, bird boxes, and beehive; Max Schling. The wicker wheelbarrow is easy to trundle; Abercrombie and Fitch



The Mayfair Coffee Service: Server, \$15.00; Sugar, \$4.00; Creamer, \$4.00. 15-in. Laurel Tray, \$8.00.



The York Cheese and Cracker Server With board removed an excellent Cocktail and Canapé Tray. \$5.00.



Prince Edward Ash Tray, \$1.50. Princess Anne Ash Tray, \$1.00. Choice of medallions. Vanity Fair Small Match Box Holder, 50c.



The Coldchester Julep Tumbler. Frosts beautifully. Popular 14 oz. size, \$2.00 each.



The Mayfair Water Pitcher. Two quart, \$8.00.



The Chelsea Serving Tray. 10 1/2 in. x 18 in. \$5.00.

• First glimpse of lustrous beauty brings oh-s and ah-s! The months and years to come bring everlasting gratitude, because Kensington pieces need so little care. Kensington metal cannot tarnish. Never stains.

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Shopping to do on the way and then to the club for a game of tennis . . . pretty grand to find a dress that needs no changing, a skirt that buttons off and a blouse with shorts attached. The whole thing, of course, is washable and another bit of evidence that Everfast Native Cottons are the most thrilling fashion news of Summer. In unusual color combinations. Sizes 12 to 20.

Everfast Native Prints, like all Everfast Cottons, are guaranteed "fast to sun . . . fast to washing . . . fast to everything." Look for the Everfast Label in the garment. Everfast Fabrics are sold by the yard at best shops everywhere

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EVERFAST FABRICS

N. ERLANGER, BLUMGART & CO., INC.
EVERFAST DIVISION, 57 WORTH ST., NEW YORK

BACK TO THE FARM

(CONTINUED FROM PAGE 129)

for it is almost three feet long and has two trays for crackers and whatnot. The sturdy wheels and excellent bottle and glass racks ought to make it possible to navigate drinks over the most billowy of lawns in safety. Among its bright painted glasses and bottles, there was a green-stoppered jug for carbonated water that I particularly liked.

Back at Macy's, again, I found the backbone of every spur-of-the-moment party—a plain, smart glass cocktail set with a chromium spoon for mixing and that new device that makes it possible to use your mixer as a shaker (this is shown at the top of page 129). An ice-bucket is included. There is a good, straight-line pattern etched into the glass. I also picked up something that I have never seen before except in silver—some chromium "Scotch," "Rye," and "Gin" labels to hang around the bottle necks. These dress up the bottles immensely. I added to the set a glass Angostura bottle and a jigger, which eliminates the trials and errors of the old days. It's hard to get a glass for the long, cool drinks of hot days large enough to please men, but at Macy's, too, I found one—a twenty-four-ounce tumbler.

GARDEN DISCOVERIES

It seems very unfortunate that so many parents, in an effort to instill a sense of the responsibilities of citizenship, should pay so many children ten cents for every one hundred weeds that they pull. This practice has jaundiced the eye of a vast number of potential gardeners. But, at Max Schling's, I found some implements to remove the sting of the most bitter youthful days. I found a weeder with a pole handle and, at the end of the pole, two metal prongs. You stand upright and undermine your weed by means of a push on the pole. You next push a small lever with your toe, and out pops the weed. What could be more painless or dignified? Instead of shears for edging grass, requiring a great deal of kneeling, here are shears supported on two small wheels and attached to a pole handle also. You can push the pole, and the shears wiggle along in a very animated fashion with practically no effort at all on your part.

I found a sickle for topping weeds and flower-heads that is quite safe for the amateur wielder, and a copper spray that is as handy as a kitchen utensil. There was a small workman's saw, also, that I particularly liked.

My efforts to straighten out flowerbeds or plant seeds in rows have usually required two people and a piece of string from the kitchen drawer that didn't quite reach, which is probably why I have always specialized in wild gardens. But Max Schling has two orderly, brightly painted pegs with a strong twine spaced every few inches by rings just large enough to push a

twig through. This device makes box-gardens inspiring.

Some beehive covers and bird-houses turned me from the energetic side of gardening. The beehive covers are straw caps or cages. They would look charming in a long row under a large tree. The bird-houses seemed livable and had Swiss atmosphere in their thatched roofs.

At Abercrombie and Fitch's, also, I found a wheelbarrow that consisted of a large basket with a light iron frame and small wheel and seemed thoroughly manageable, without a two-hundred pound Italian at the handles.

COSTUMES FOR GARDENERS

I hunted high and low for garden aprons. Those that weren't all-enveloping, and therefore hot, were cunning. Those that weren't cunning were dowdy. The most practical kind is one cut like a butcher's apron. It's long enough to kneel on, cool, and can be slipped off easily. Lewis and Conger have a muslin version with a big centre pocket closed at the top and a slide fastener to keep your tools from falling out.

When it comes to gardening hats, there seems to be a generally accepted theory that the larger the hat, the better the hat. But a gardening hat should be one that doesn't topple over, no matter how athletic you are, and that won't blow off. It you are not afraid of reminding people of a Kate Greenaway picture, take any reasonably sized sunshade and tie a ribbon over its crown and under your chin. You'll have comfort and be unfashionably pretty!

Why should the beaches have a lien on sun-bathing? I hunted up cushions and mats and seats for my inland farm. At Altman's, I found a multitude of gay hassocks and cushions in washable leatherette. At Abercrombie and Fitch's, I found a new canvas seat, without legs. One piece of canvas forms both seat and back. It's stretched on a cleverly bent piece of piping, and this frame is jointed where the back and seat meet, so that half a dozen such seats can be easily packed into a car or a closet. Here I also found mats in a multitude of colours. There was a yellow one long enough for the tallest man; in spite of its length, it can be rolled into a neat ball and fitted into any closet. It has a small detachable iron stand that holds up one end and makes the whole thing as comfortable as a sofa. These mats are sufficiently thick and soft to make pebbles and hummocks much less irritating, but their greatest virtue is the fact that they give the ants some distance to go before they start crawling over you.

But such petty improvements only whet the appetite. Let us farmers have the right kind of a curve on a Dow Jones chart, and next year. . . .

ELIZABETH IVES



TURNS WITH A GOURMET

THE element of surprise really creates the big moments of life for us. Not long ago a box came from Schrafft's, with an assortment of cakes and cookies that were making their debut into the pastry world. Among them was something that looked like a very delectable bun. "For breakfast," we decreed, "very hot." On our breakfast tray the next morning appeared the bun, very hot. Sipping our tea, we broke open the bun—and it was a mince pie! Not really a pie, if you pin us down, but a Banbury tart with mince-meat in it. Having progressed that far, we went ahead with it, and now we know why New Englanders eat pie for breakfast! It was beyond a doubt the most delicious thing of its kind we have ever tasted—flaky crust, and brandied mince-meat, fruity but not heavy. You don't really have to take these tarts on for breakfast. Just break the hearts of all the dieters you know by serving them as dessert—piping hot, always—after a simple lunch.

There were lots of other new Schrafft's chef-d'œuvres in this assemblage, among them the most beguiling little tartlets of apricot or strawberry or pineapple. They would be delicious for any time that you feel in the humour for a very little tart, but we can't help thinking what fun a great salver of them would be at a wedding breakfast or reception where people would pick them up and eat them with their fingers. Then, the chocolate rolls in which you have always indulged at Schrafft's have been reduced to miniature, and they are fun to serve instead of the usual little cakes. Also, there are some wafers made of incredibly short pastry with smooth, hard sugar frosting—Frosted Franzipan Tarts is their official name, as we remember—and they are the sort of sweet little cakes that are right for tea because they are not too sweet. You can buy all of these new numbers by the dozen at the nearest Schrafft's shop, or the less perishable varieties can be mailed to you by post.

- There are any number of people in this world whose eyes gleam with a fanatical flame at the very mention of Chili Con Carne. Enthusiasts will go miles out of their way to hunt out a little restaurant that dishes it up in true Mexican style, or hire special cooks to turn out a great mess of Chili Con Carne for a party. It is to all such devotees that these words are addressed, for few people seem to know that Chili Con Carne can be had in tins, as well as from these out-of-the-way sources. Tinned Chili Con Carne is put up by Hormel, those people of ham and onion soup fame, and you can find it in almost any good food shop. Our personal feeling is that it is best served blazing hot, with plenty of crisp toast or very crusty rolls and a beautifully seasoned *salade mixte*. It is nicest, too, served in an earthenware casserole, which seems to be the perfect dish to set this type of food off to fine advantage.

Speaking of pottery casseroles, we discovered some of those grand little *petites marmites* in the same grocery shop where we bought our Chili Con Carne. It seems that many people who

saw the photographs of the famous onion soup wanted to buy the little pots as well, but couldn't always find them. So the Hormel Company made arrangements with the shops to sell the little pots together with the soup. You buy both pots and soup and get them for some extremely little price. Other kinds of soup or vegetables or baked beans will go into these *petites marmites*, of course, but they are really most perfect for onion soup. Have a round of well-toasted French bread ready for each pot of soup, and freshly grated Parmesan cheese—you can get it grated fresh at a good cheese shop. There is already some cheese in the Hormel Onion Soup, but some people like more. And one nice thing about this soup is that the onions used in it are tender and have been nicely sautéed in butter. Many good food shops have this *petite-marmite-plus-soup* arrangement, and you are sure of finding it in the Gristede Stores.

- If you dine *à deux* and like after-dinner coffee made where you can keep an eagle eye on it yourself, we have a perfect solution. Get one of those superb little Silex machines that work over an alcohol flame. Have the coffee pulverized just before it is brought into the drawing-room. From then on, do the supervising yourself. Let the coffee rise up once, subside, then rise up again. The second boiling up does the trick. The coffee emerges black as the ace of spades, hot as blazes, and divine. Tiny, sharp white peppermints are nice with very black coffee.

- Perhaps you have known all along about Maggi's Seasoning. We just discovered this recently, and took it home to our cook. He received it pleasantly, but without any great surprise. "I was just about to order another bottle from Charles," he said. So it seemed that we had been having this seasoning in practically everything that we liked best without knowing it. Maggi's (you pronounce it just as though it were the name of your Irish housemaid) is probably best with gravies and sauces that go with fowl and in the lighter soups, though addicts put some of it in everything except dessert. It has a mellow, blending sort of taste that seems to bring out the natural flavour of whatever dishes it joins. One detail that is particularly nice is that its bottle has a little shaker top, like that on your bitters bottle, which allows only as many dashes as you really want to emerge when you shake it. You will find Maggi's Seasoning in food shops everywhere, even including the Scandinavian.

- Spring Addenda: Little bunches of watercress (preferably picked from beside the brook) making bouquets around a platter of crisp bacon. Butter with your radishes—little radishes and curls of sweet butter. Chives chopped to bits and beaten into the French dressing. Ripe strawberries and clotted cream. Tender frogs' legs, sautéed *au naturel*, with a trace of garlic. Great black cherries, chilled and eaten with freshly roasted salted almonds. The first Crème Vichysoise, desperately cold. And the first Hudson River shad—if you can find one.

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type of figure. To be had in
the better stores everywhere.*





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OFF ON THE RIGHT FOOT



• Bright green leather is used for the tiny one-strap slipper in the photograph above. It's an enchanting model for a very small child. From J. and J. Slater



• (Upper right) A white elk Oxford with a moccasin toe is a good first shoe for a little baby. This simple model is to be had from J. and J. Slater



• This tiny pastel slipper (right) is in pale blue, with one lone button as its only trimming. This model for a very young child is from J. and J. Slater



• The punch-work leather sandal in the photograph at the left is cool for summer play days. This shoe is to be had in brown, white, or natural coloured leather. You can get it from Lord and Taylor



• The Flexiped Oxford shown below, at the left, is made of brown calfskin, with a roomy moccasin toe and firm stitching. This is an excellent play shoe. You can obtain it from Lord and Taylor



• The combination of brown elkskin and a heavy gristle rubber sole makes this shoe (lower left) a splendid one for general sports wear. It is both comfortable and durable. J. and J. Slater has this shoe



• Directly below is a leather play sandal in white, tan, or smoke colour. A centre strap and two wide cross straps keep the shoe on snugly through all sorts of scuffling about on sand or turf. Best has this model



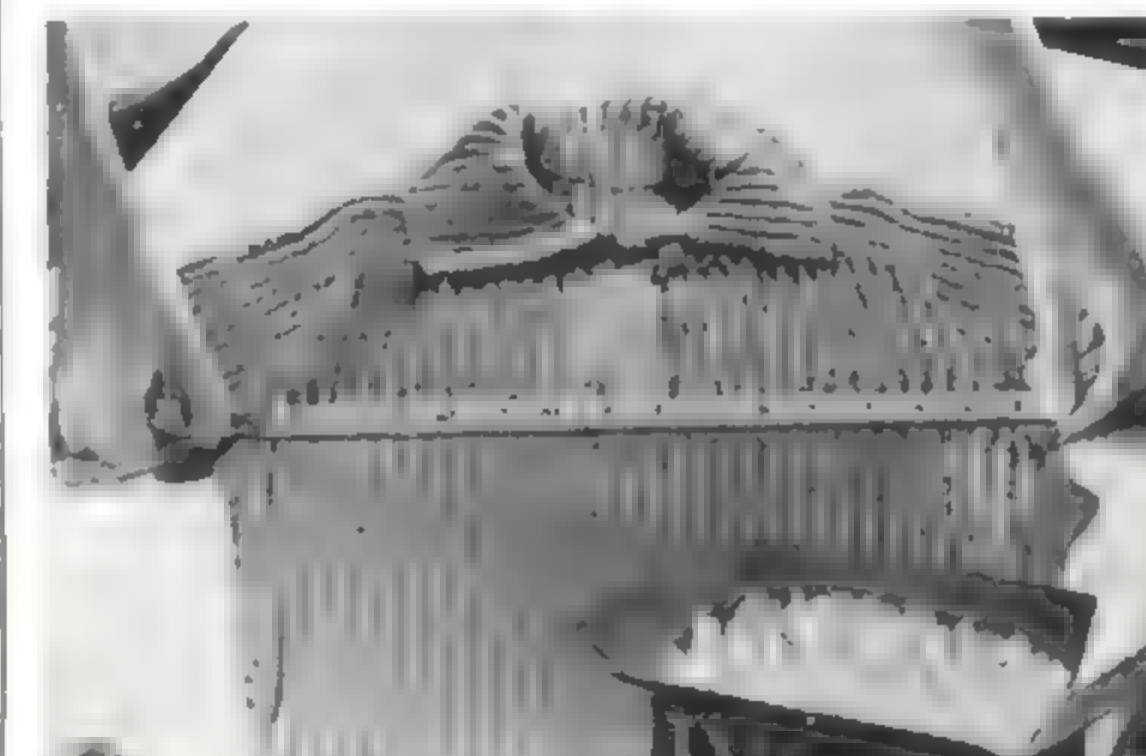
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Simple—smart—*young*. A two-piece in cool cotton twine twist.

Easy to keep clean, too! It tubs perfectly with *pure Ivory Flakes* (tested by 6 washings). The maker and the stores which sell this knit dress advise this method:—

Measure—squeeze through cool Ivory suds—rinse—ease back to shape—lay flat—press when dry. Safe Ivory Flakes protect the lovely colors—coral, yellow, haze blue, aquatone, frost green, natural.



ONE-FIFTH MORE
FINE-FABRICS FLAKES
IN THE BIG BLUE BOX
99 4/100 % PURE

This dress is sold by: Neiman-Marcus, Dallas; G. Fox & Co., Hartford; D. H. Brigham Co., Springfield; Chas. A. Stevens & Co., Chicago.

WOLFSIE KNITTING MILLS
Makers of Downee Knitwear, 1410 B'way, N. Y.

OFF ON THE RIGHT FOOT

• So far as fashion goes, children's shoes are classic: simple lines, the minimum of trimming, and good quality of material. But there's more to selecting proper shoes for your offspring than observing these cardinal fashion rules. First of all, children's shoes should be broad at the toe and close at the heel. Then, the inner border of the sole should be almost straight—the more curved it is, the less good it will do for young feet. And lastly, if you detect any signs of weakness in their feet, do take your children to a specialist, so that he can prescribe the proper exercises and orthopædic shoes



• The brown bucko calf Oxford in the photograph at the left is as smart as it is comfortable and correct for the growing girl to use for general wear. The flared tongue gives the new high-cut look to the vamp, and the heel is a good height. This is from Best



• This sturdy sneaker (second from top) has a special reinforced arch that will give good support in hard, fast basket-ball games. The sole is made of heavy rubber, and the upper part of the shoe is of white canvas. This model is to be had from Best



• Navy-blue stitching is a smart trimming on the white canvas tennis shoe (third from top) for a young girl to wear. The sole is made of gum rubber and is practically non-skiddable on a fast tennis-court. This well-designed model is available from Best



• White buckskin is used for the leather-soled Oxford that's shown at the lower left. A high lacing over the instep gives the young child's foot a firm, comfortable support, and the lines have the simplicity that a child's shoe ought to have. This shoe is from J. and J. Slater

• Directly below is a one-strap pump that couldn't be better for the important first-party shoe. It's of bronzed kid, with a flat heel that parents approve, and an ever so slightly pointed toe that looks very grown-up to the youthful wearer; from J. and J. Slater



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KNITTED LINENS



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S. AUGSTEIN & CO., 1410 BROADWAY, N. Y. C.

IF YOUR decorating problems confound you, prepare to shelve them now, for the Hampton Shops at 18 East Fifth Street are waiting with competent, outstretched arms for such as you. You've only to tell them whether your heart is set on a Chinese Chippendale cocktail room, a Venetian boudoir, a Directoire hall, or an English drawing-room, and, presto!, complete sketches of the very thing you want are set down before your incredulous eyes. What's more, the attractive Mrs. Marr, who guides the destiny of this atelier, is not content with providing authoritative drawings inspired by documentations from the Metropolitan Museum of Art—she will show you, somewhere in the shop, every piece of furniture indicated, every fabric suggested, and every structural idea that is urged. Porcelains will be shopped for, wall-papers found, linoleum laid, and whole walls sent tottering, if you are bent on a complete change of scenery. It is the happy hunting-ground for the woman who, for the price, prefers the fine, non-commercial reproduction to the inferior and dubious antique that is the bane of every antiquarian's existence.

• Should you be one of those who like history in the home, fly as fast as your legs will carry you to Schmitt Brothers, at 523 Madison Avenue, before a more intrepid collector sees the treasures there and gobbles them up. For those who thrill to the idea of owning a bed in which a hero slept, or a table at which words may have been written that changed the boundaries of the world, there is an unusual opportunity in store. You may seize the Duke of Wellington's table desk, the one from his home at Ewhurst Park—and make it your own for about \$770. It is a late eighteenth-century, inlaid mahogany, Sheraton writing-table, with a leather top and bone keyholes. One side, presumably the side that was exposed to the sun, is faded to a light walnut shade and is so harmonious in colour that one can readily understand why mixing the two woods in a room is so vigorously sponsored.

From Walcot, the home of Robert, the first Lord Clive, comes a mid-eighteenth century Chippendale mahogany bedstead. Its carved tester is entirely covered with material that has been directly applied over the cornice. This fabric and a shaped valance and pleated drapery at the back have been renewed, since this strikingly simple piece was imported. This costs about \$1,250.

A huge, hanging Chippendale lantern that once illuminated the sombre halls of Wroxham Abbey, Oxfordshire, the home of Lord North (First Earl of Guilford and Prime Minister during the reign of George III.), is tucked away in an inconspicuous corner of this vastly interesting shop. It is of brass, with a blown-glass canopy overhead and a Gothic Chippendale design in brass, superimposed on six delicate Corinthian-headed columns that surround the glass-enclosed lantern. A heavy brass weight, through which a link chain is drawn, makes it possible to raise or lower the fixture to any desired height.

• If you would find discreet wall-papers that are original, exclusive, and

inexpensive, when you consider what they are, spend an hour at John J. Morrow's, at 73 East Fifty-Seventh Street, and save yourself much weary, fruitless trudging. There are quaint Early American papers costing from about \$2.50 a roll to \$5—some of them in tiny floral or geometric designs, others with isolated churches, mills, spinning-wheels, and old-fashioned bouquets spotted at suitable intervals. You lucky ones, who won't be shocked into insensibility at the suggestion that you pay \$1,500 for papering a room, shouldn't overlook a Virginia scenic paper, fifty-two feet long (amply big enough to cover a good-sized room), that is hand-painted throughout. It is typical of the fox-hunting country around Middleburg and is dotted with avenues of poplars and maple-trees, rambling plantations, ladies and gentlemen in toppers on fabulous mounts, and even has flattering views of President Madison's home at Orange Court House, scattered here and there. The designer has actually transplanted a particularly sweet church at Flushing, Long Island, and successfully injected it into the Southern scene!

Another unusually handsome paper is in the Chinese tradition and is so luxurious an item that it must be ordered from a sample. These strips (which cost around \$200 each and are only three feet wide) are perfect in English rooms, whether used as panels or as wall-paper. The design is replete with colour. Giant scarlet persimmons and speckled grapefruit hang in profusion from gnarled laurel-leaved trees, and pheasants appear in some of the strips in the gayest possible plumage. These papers are not as much of an extravagance as they sound, for, if applied on canvas and glazed, they can be moved from one house to another, without suffering any damage by the upheaval.

• Half the lamps that are sent as wedding presents come back to roost, as Roland Moore, at 42 East Fifty-Seventh Street, will tell you. They are returned because the colour selected clashes with a prospective decorative scheme; or because they're too Oriental or not Oriental enough; or because the recipients didn't want a lamp anyway. The only sure-fire selection (and there are notable exceptions to this statement, too) are Celadon lamps, of the Ming dynasty. These are in a neutral shade (something on the reseda) that is in excellent taste in most rooms, and Mr. Moore has a large collection of them, ranging in price from about \$100 upward.

Three shiploads of decorated porcelains were said to have been sent out from China in the seventeenth century, and these were the source of all the seventeenth- and eighteenth-century Chinese porcelains that came to be known, among others, as "Famille Vert," "Famille Rose," and "Celadon." One ship deposited its cargo, which consisted of blue-and-white porcelains, in Holland (which started the Dutch making delftware). Another went to England, and the third, which was made up chiefly of the grey-green porcelain, to France. So enchanted was the leading (Continued on page 136)



Finally!

a really bright indelible lipstick that can't possibly turn purplish



Here is the first and only indelible lipstick that *stays* gloriously red on the lips.

It positively *can't* turn purplish.

Put it on . . . let it set . . . wipe it off . . . it *stains* the lips, pastelessly and transparently, to the same *pure red* as the stick itself.

TATTOO "HAWAIIAN" is the brightest, liveliest, *reddest* red ever seen in lipstick.

It's the same stirring red, with all the wondrous magic too, of Hawaii's ever-so-alluring Hibiscus blossoms

. . . the very shade you've searched for, hoped for . . . but never found.

Yes, it's a startling red . . . *very* startling . . . still, easy to wear, because its intensity is favored with a richness and sincerity that make it femininely soft and appealing, instead of bold.

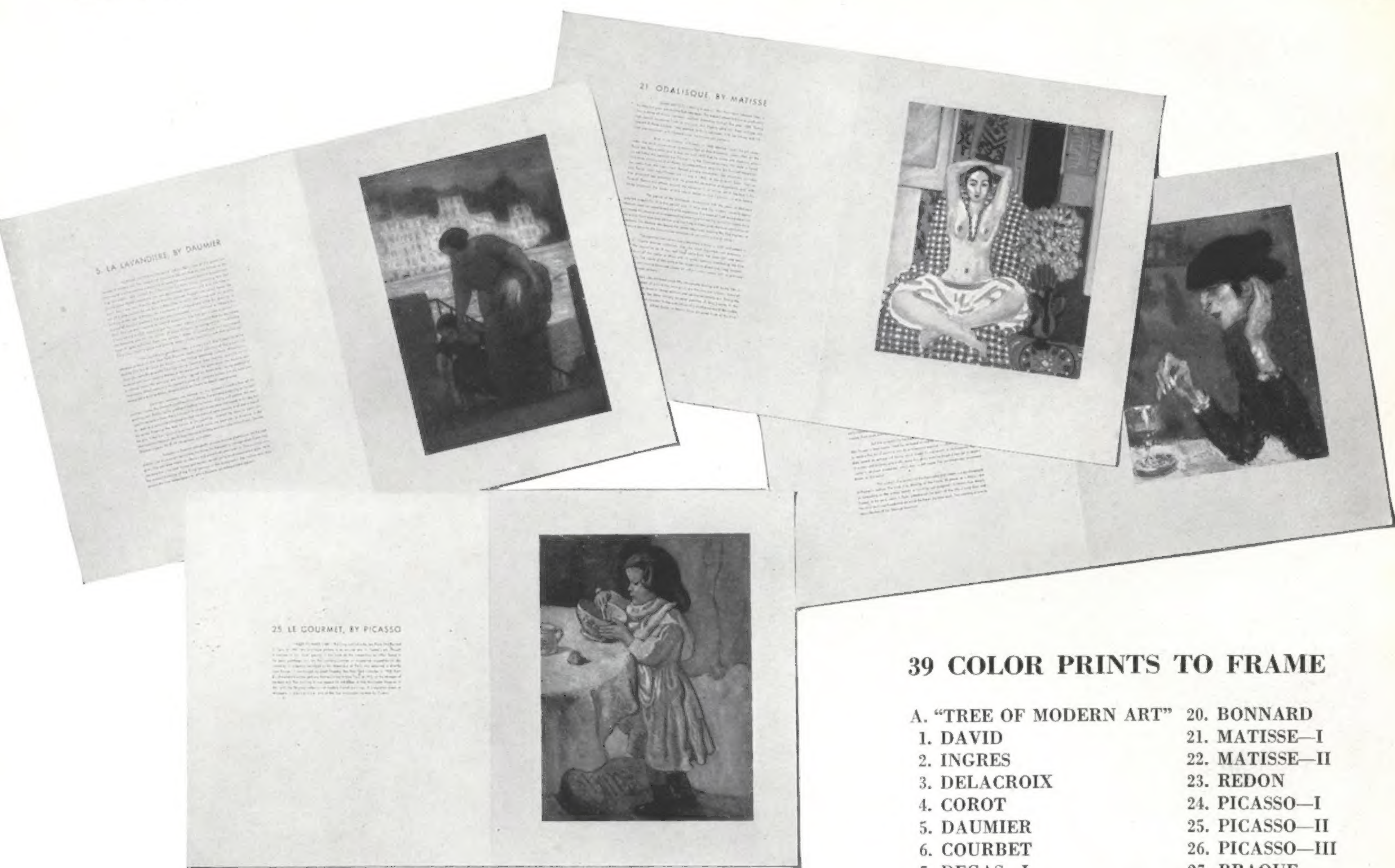
Like Hawaii itself, this color "gets" everyone who gets close to it! The price, \$1.

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"HAWAIIAN"



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Vanity Fair brings together in portfolio form 39 brilliant color reproductions of its Modern French Art series. A year and a half ago the series began—and ever since, readers have been asking for prints to frame. This Portfolio is our answer to your requests.

39 color prints . . . 31 painters . . . with 39 historical and critical notes on painters and canvases . . . and a 7-page study of the rise of the modern movement in art by the famous English critic, R. H. Wilenski. All in marvelous color, printed on heavy satiny paper, 12" x 14½", with wide margins, and put up in a handsome Portfolio that would grace any art library.

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| 8. DEGAS—II | 28. ROUAULT |
| 9. MANET | 29. DERAINE—I |
| 10. MONET | 30. DERAINE—II |
| 11. RENOIR—I | 31. MODIGLIANI |
| 12. RENOIR—II | 32. CHIRICO |
| 13. TOULOUSE-LAUTREC | 33. DUFY |
| 14. FORAIN | 34. SEGONZAC |
| 15. CEZANNE | 35. PASCIN—I |
| 16. SEURAT | 36. PASCIN—II |
| 17. VAN GOGH | 37. KISLING |
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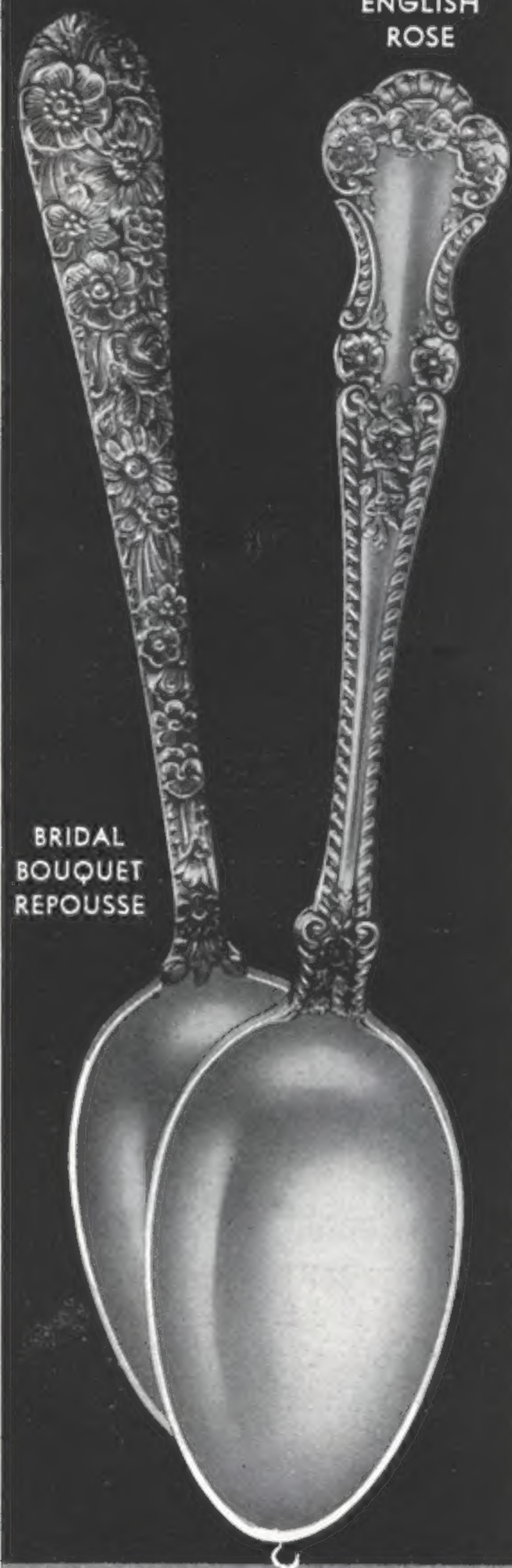
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1. Comtesse Gérard de Moustier, in white satin and Cellophane, at the Bal Tabarin in Paris
2. A Persian pink-and-silver coat, over a trailing grey crêpe roma dress
3. Comtesse Arnaud de Contades in Marcel Rochas' striped taffeta gown

DECORATOR'S LOG

(CONTINUED FROM PAGE 134)

Beau Brummell at the court of Louis XIV. when he saw the shade, that he ordered a costume done in the very colour—which he wore at the next court ball. His enthusiasm was shared by his King, who, when he discovered the source of Monsieur Celadon's originality, insisted that the colour and the porcelain that inspired it, be named after him. Roland Moore has some delightful Celadon plates and bowls costing from about \$30 to \$150, and these make very special fruit and flower containers. Celadon is only one item in a collection of lamps and vases that represents centuries of Chinese decorative endeavour.

• Chintz, once relegated to slip-covers and summer curtains, has finally come into its own. Always appraised at its true worth by the discriminating, it is fast achieving a popularity that strikes terror to the hearts of those who hoped nobody else would hear about its charm as an all-year-round fabric. Arthur H. Lee and Sons, at 383 Madison Avenue, have hundreds of varieties—modern ones, Adam designs, Regency patterns, Empire, Directoire, and even eighteenth-century English florals printed with blocks made more than seventy years ago. He has one in a range of all the subdued colours, composed chiefly of clusters of dahlias, roses, and lilacs climbing up the chintz in trailing vines. This design is one of his pets. Another English favourite has masses of tiger-lilies against an interesting latticed background that can be had in brown, blue, green, or putty colour. This season, he has had a num-

ber of his small-patterned chintzes quilted, and they have been used for upholstery with great success by some of our foremost decorators.

• What to use as a dressing-table in an English bedroom or boudoir has puzzled some of the most original of us for years. Now Louis L. Allen, of 521 Madison Avenue, offers a suggestion that is so simple and so practical that it seems absurd that it should have evaded us. Combine a Sheraton sofa-table with an eighteenth-century toilet mirror and you have the perfect English *poudreuse*. There's a fine one here, of kingwood, with two drawers at the front, drop-leaf ends, and brass claw feet. It is inlaid on all margins in the same wood, used with the grain going in the opposite direction. (This one costs about \$475.) A Sheridan oval standing toilet mirror with one large and two small drawers, a generous satinwood inlay, and ivory handles can be placed on top of the table and will make a perfect furniture "ensemble." If the bedroom is of super-proportions, a small knee-hole desk will simplify life by its presence. All those letters that came in with the breakfast, the disagreeable ones and the ones you're too sleepy to read, can be conveniently slipped into its drawers. Allen has a charming little Queen Anne walnut desk, thirty-three inches long, at around \$475. Its edges are self-inlaid, and the drawer space is ample. One large drawer runs the length of the piece, three small ones run down each side, and there is a cupboard at the back of the knee-hole.

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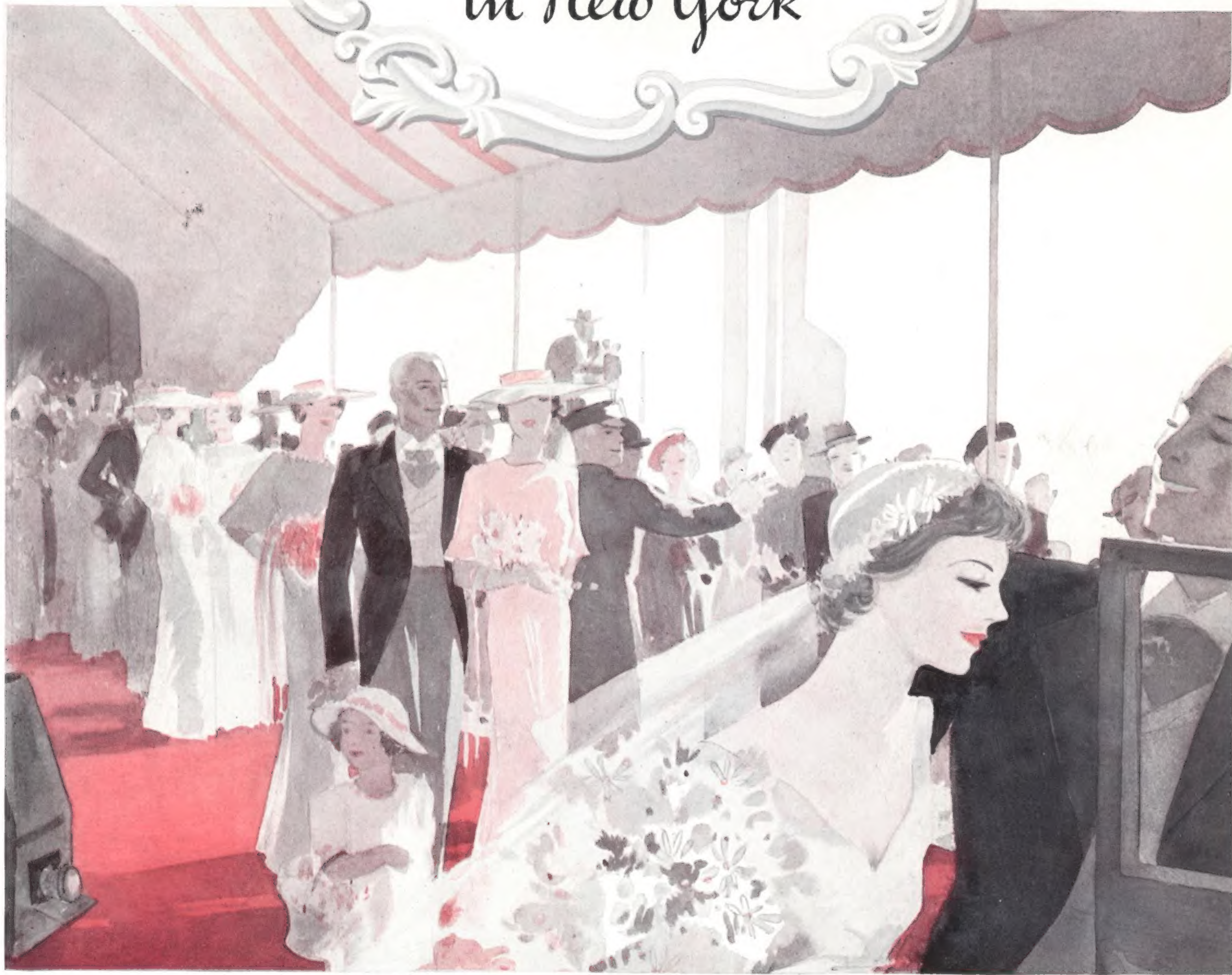
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● A little wistfully, perhaps, visitors witness the beauty at brilliant New York society events. To them it is a mystery how faces keep young in a city so relentlessly busy, so eternally gay. "Why, mothers here look as young as their daughters!" they exclaim.

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You will find these preparations at leading cosmetic counters. Ask, also, for the free booklet, "How to Use the New Make-up." © 1935, Dorothy Gray

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